

Urban Design Options for the Riverview Corridor Streetcar along West 7th Street



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The project on which this report is based was completed in collaboration with Ramsey County as part of the 2018–2019 Resilient Communities Project (RCP) partnership. RCP is a program at the University of Minnesota’s Center for Urban and Regional Affairs (CURA) that connects University faculty and students with Minnesota communities to address strategic projects that advance local resilience and sustainability.

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Introduction

This report is a compilation of work produced by students in DES 3331: Street Life and Urban Design Seminar, a course at the University of Minnesota taught during spring 2019 semester by Jen Krava, an instructor-practitioner in the Interdisciplinary Design Program in the College of Design. The project was part of the 2018–2019 Resilient Communities Project–Ramsey County partnership, and was undertaken in collaboration with Frank Alarcon, Planning Specialist, Ramsey County Public Works; Kevin Roggenbuck, Senior Transportation Planner, Ramsey County Regional Railroad Authority; and Mike Rogers, Transit Projects Manager, Ramsey County Public Works.

The project focused on the Riverview Corridor, a proposed modern streetcar along a 12-mile route that will connect the Union Depot in downtown Saint Paul with the Minneapolis–St. Paul International Airport and the Mall of America, as well as the neighborhoods in between.

Implementing modern streetcar on West 7th Street (from the Mississippi River to Downtown St. Paul) is likely to entail the removal of some on-street parking. There is concern that the loss of on-street parking—particularly at certain nodes along West 7th Street between Kellogg Blvd. and I-35E—could affect access to businesses and cause parking to spill over into adjacent neighborhoods. In addition, concerns have been raised about disruption to businesses during construction, pedestrian/bike safety, aesthetics, noise, and long-term impacts on the affordability of housing and commercial-retail space along the corridor.

In proposing this project, Ramsey County was interested in identifying design concepts and interventions that could create a safe, inviting, vibrant West 7th Street corridor that contributes to overall quality of life for residents and businesses with the introduction of modern streetcar service. Specifically, the County desired that design concepts or interventions addressed one or more of the concerns raised about the Riverview Corridor Streetcar line, and create public amenities along or in proximity to West 7th Street in conjunction with the construction and operation of modern streetcar.

Using a design-thinking process, students in DES 3331 worked individually to:

- conduct a mapping-and-mining analysis of the West 7th Street corridor that examined the street through multiple lenses, including Belonging, Ecology, Transportation/Mobility, Safety, and Economy, with the goal of creating a problem statement;
- brainstorm ideas that could help solve the problem; conduct precedent research; and develop an initial plan for a first prototype; and
- create a prototype, test it, and determine changes that would need to be made to implement the prototype.

The work contained in this report represents the culmination of the students’ work in their final presentations.



West 7th Street and Montreal Avenue Station Area

Samuel Deetz



Problem Statement from Project Three

The Riverview Corridor as it is currently designed prioritizes automobile traffic over all other modes which results in an unpleasant experience for pedestrians and cyclists. In order for the streetcar to be successful, the experience of these users must be prioritized by reducing the speed and volume of traffic.

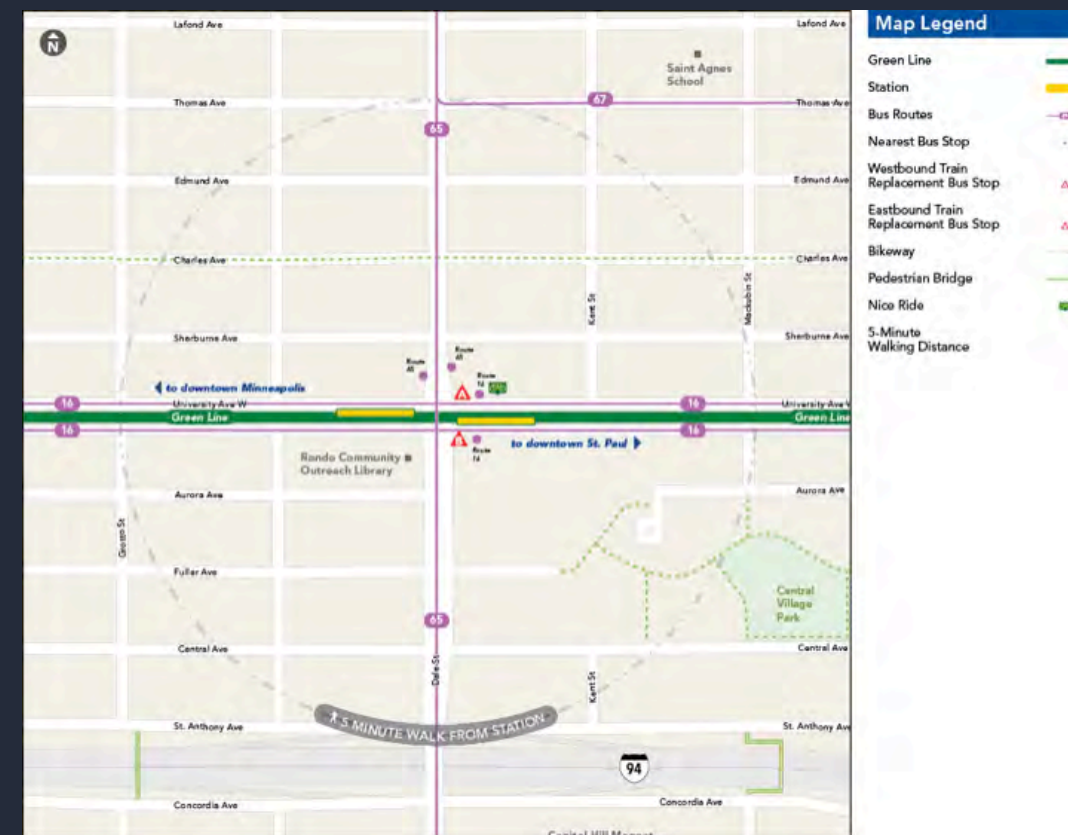


Project Four Question

How can the intersection of Montreal Avenue and West 7th Street be the safest and most pleasant intersection possible, while still allowing for vehicles to access the street?

Precedents

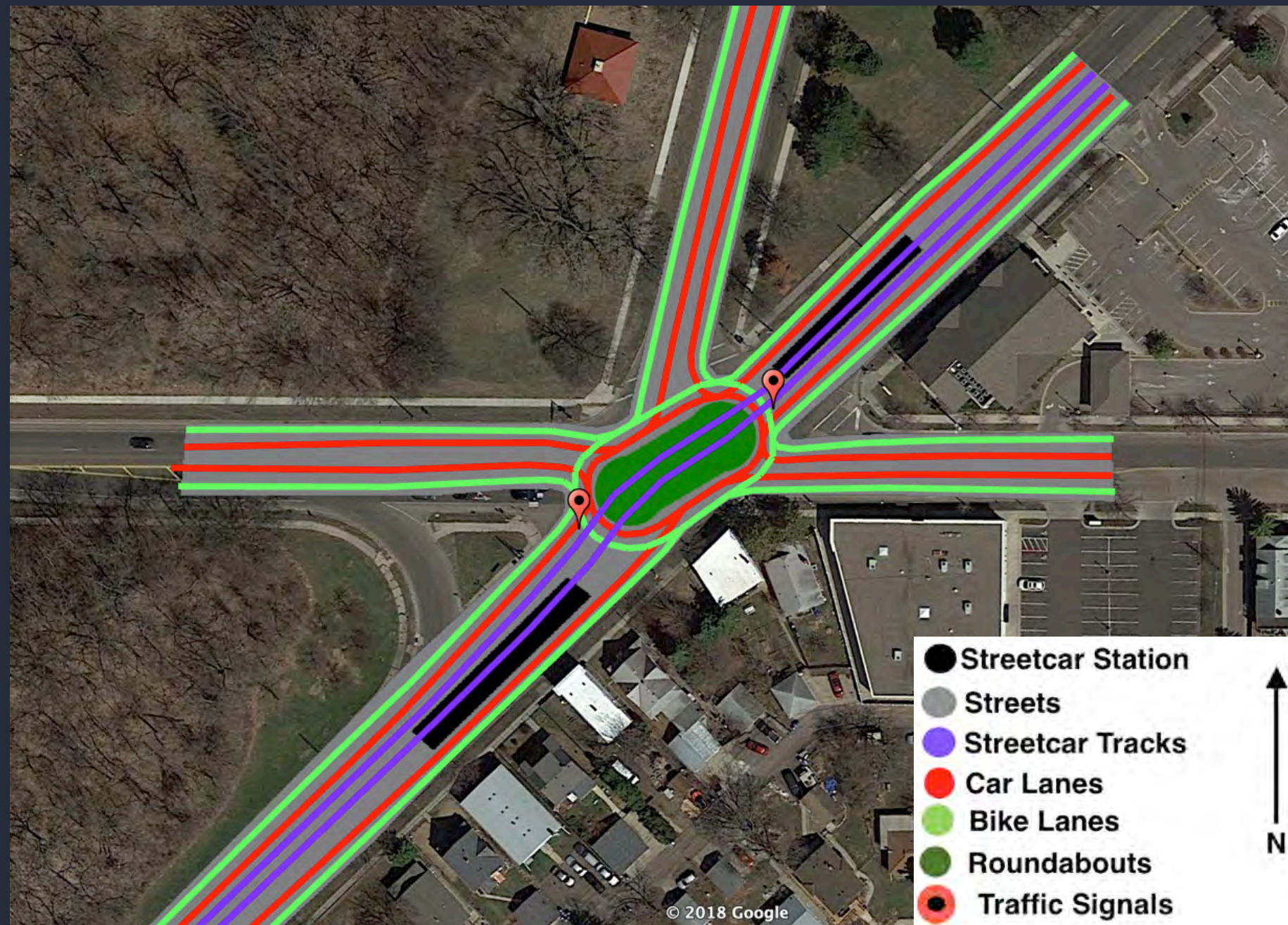
1. The Teardrop roundabout
2. The Green Line Light Rail on University Avenue
3. The Red Line Light Rail in Salt Lake City



Current Intersection



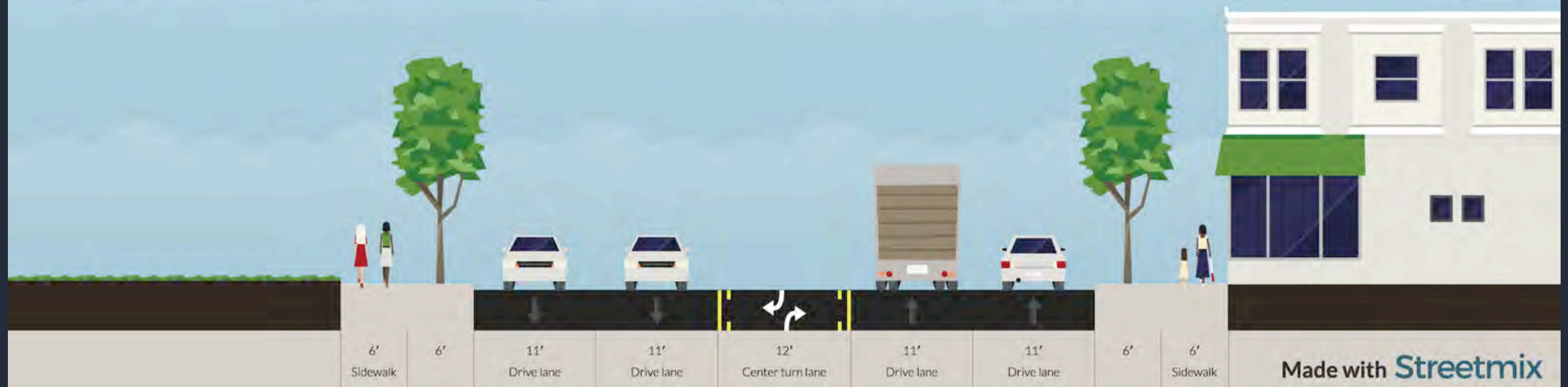
Prototype Intersection



Preliminary concept created for a student project and for illustrative purposes only. Not affiliated with the Riverview Corridor.

Current Cross-Section

West 7th Street at Montreal Avenue (currently)



Preliminary concept created for a student project and for illustrative purposes only. Not affiliated with the Riverview Corridor.

Prototype Cross-Section

West 7th Street at Montreal Avenue



Preliminary concept created for a student project and for illustrative purposes only. Not affiliated with the Riverview Corridor.

Prototype Cross-Section

West 7th Street at Montreal Avenue



Preliminary concept created for a student project and for illustrative purposes only. Not affiliated with the Riverview Corridor.

Streetcar Line Design Guidelines

Elizabeth Dewald

Information From Project 3: Precedents



Portland

(neotraditional streetcar)

Side Alignment

Articulated Vehicles

Curbside Boarding

ADA Compliant



Paris

(high-capacity streetcar)

Street Median Alignment

Multi-articulated Vehicles

ADA Compliant - Low Floor

Boarding



San Francisco

(light rail/streetcar hybrid)

Street Median/Mixed Flow

Articulated Vehicles

Singles to 3 Car Trains

High Platforms

Streetcar Line Design Guidelines

Table of Contents

Type of Vehicle Configurations

Alignment Considerations

- Shared Use
- Lane Selection
- Horizontal Curvature (turning radius)
- Gradient
- Vertical Curvature
- Horizontal Clearance
- Vertical Clearance
- Pavement Cross-Slope
- Block Length/Urban Blending

Operational Considerations

- Vehicle/System Capacity
- Stop Spacing
- Climactic Conditions
- ROW Type
- Acceleration/Deceleration Rates
- Terminal Arrangements

Stop Considerations

- Platform Height/Accessibility
- Sharing w/buses?
- Stop Length
- Platform Offset from track
- Stop Location
- Stop Side
- Fare Collection

Power Supply Considerations

- Off-wire Capability
- Ground Level Power System
- Power Collection
- Operating Voltage

Other Considerations

- Operations and Maintenance Facility
- Vehicle Aesthetics

Topics To Address

What Should Passengers Expect

Light Rail and Streetcar Comparison

What “Streetcar” Implies

Accessibility

Amenities



What Should Passengers Expect?

- Board faster, more safely and with less physical effort
- Board from dedicated area
- Board from raised platform or boarding ramp
- Multidoor Boarding
- Pay Fares via machine
- Flexible seating
- Lose 2-3 on-street parking spots per stop
- Bike around boarding areas
- See additional infrastructure upgrades in the surrounding area

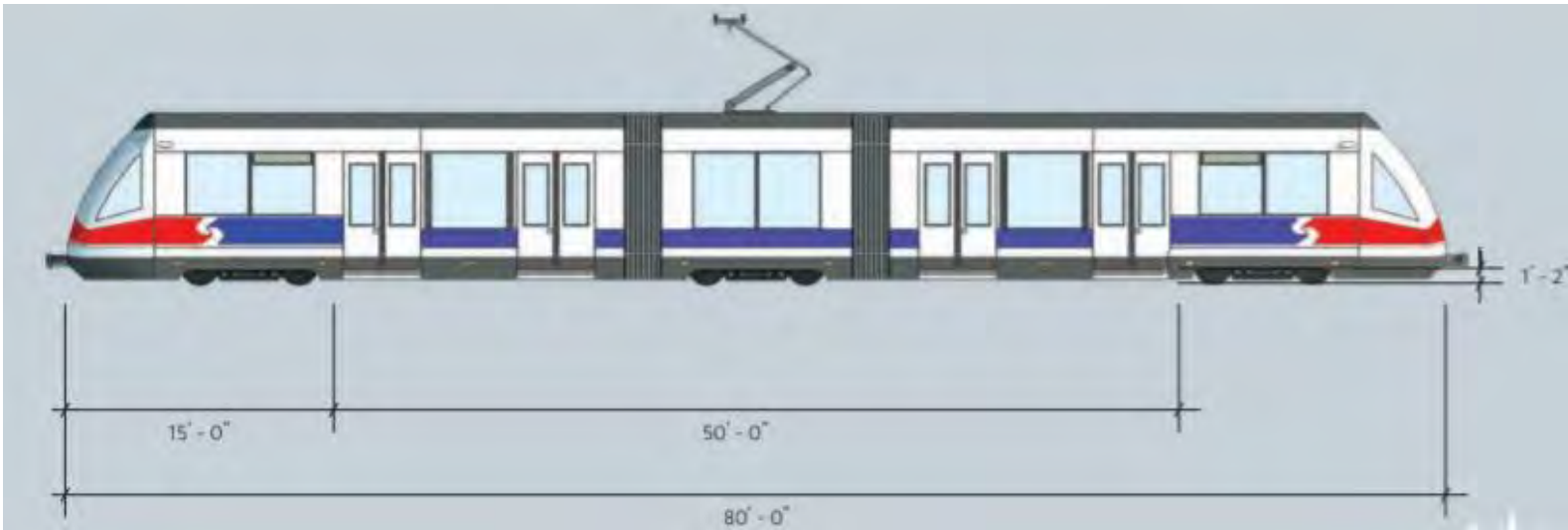
Differences Between Light Rail and Streetcar

	Light Rail	Streetcar
Function	High Capacity High Demand	Moderate Capacity Moderate Demand
Route Design	Multiple Lines/Routes over common tracks	Discreet lines/Routes
Service Plan	Accommodate high peak demand	Moderate demand throughout day
Station Spacing	½-1 mile or more	2-3 blocks to ½ mile
Speed	With 1+ mile station spacing ~ 50-60 mph	Limited by close station spacing – 35 mph (45 max)
Grade Separation	Moderate to extensive	Less than Light Rail
Design	Exclusive right of way Reliable schedules	Exclusive, semi-exclusive or mixed flow within traffic Schedule includes delay

What Streetcar Implies

Average size

- Vehicle Length – 80’-0”
- Vehicle Width – 8’-6”
- Minimum Turning Radius – 34’-0”
- Floor Height – Varies
- Car Configuration
- Directional Configuration



Accessibility Standards

Dimension	Measurement
Minimum Platform Width	8’-6”
Maximum Slope on a platform ramp	1:12 or 8.33%
Maximum running slope on a walking surface	1:20 or 5%
Maximum cross slope on a walking surface	1:48 or 2%
Clear landing space at accessible vehicle door	8’x5’

Principles of Universal Design

- 1. Equitable Use
- 2. Flexibility in Use
- 3. Simple and Intuitive Use
- 4. Perceptible Information
- 5. Tolerance for Error
- 6. Low Physical Effort
- 7. Size and Space for Approach and Use

Landing Options

Sidewalk/Curb Level

Passengers board from the sidewalk
Often 4-6 inches
“Unimproved” Condition
Platform edge or boarding positions should be indicated using markings

Street Level

Passengers board directly from street level
May emerge as an unplanned condition
Applicable as design condition on shared streets

Near-Level Boarding

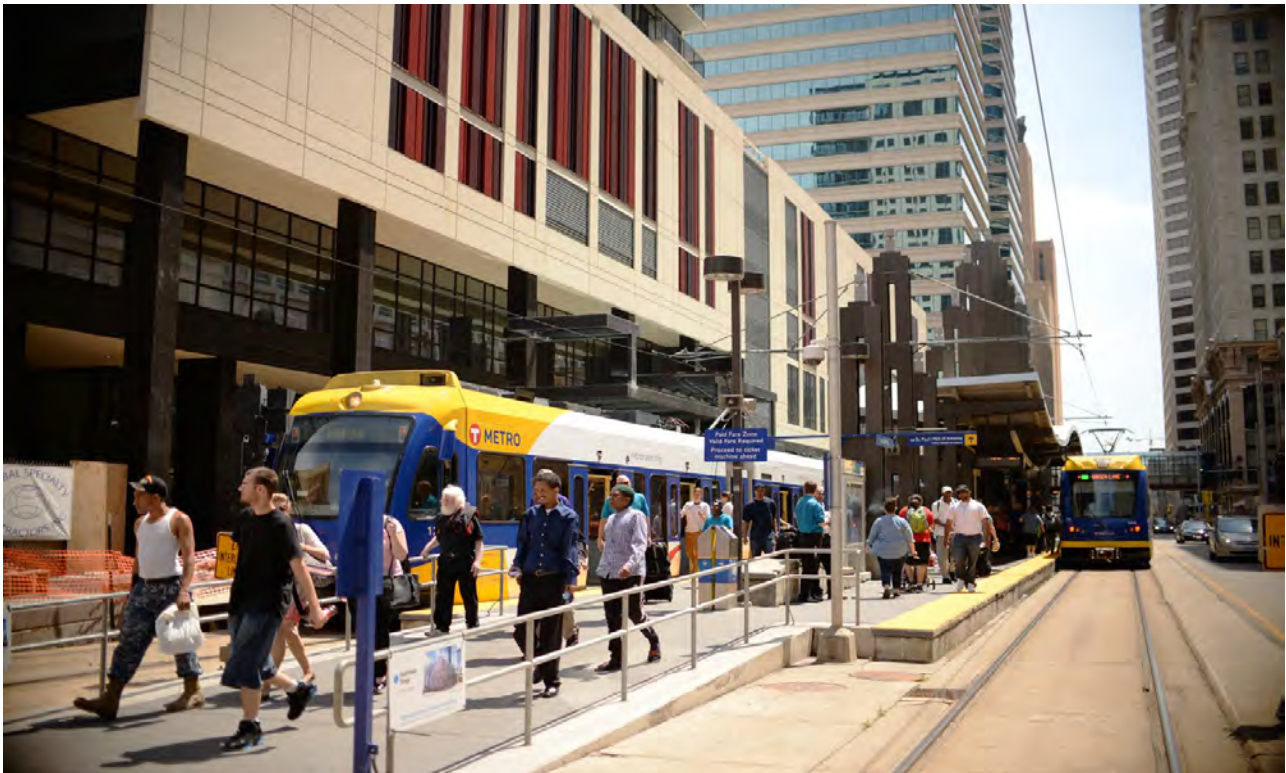
Platforms place curb height at 8-11 Inches
Allow faster boarding
Suitable for side and center boarding islands or sidewalk stops with sufficient width
Detectable Warning Strips

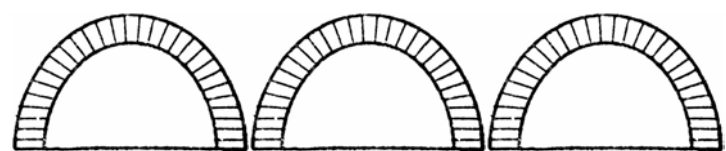
Level Boarding

Platform Height matches the floor height of transit vehicles
Can apply to light rail, streetcar or retrofitted low-floor buses
Transit vehicles must be able to pull in very close to the curb to eliminate the gap
Ramps not deployed
Detectable warning strips

Amenities

Amenities at Current Light Rail Stations	Potential Amenities at Streetcar Stop	Amenities at Current Bus Stop
<ul style="list-style-type: none">•Covered Seating and Standing•Heat Lamps•Level Boarding•Automated Ticket Handler•Estimated Time of Arrival Screens•Leaning Bars•Public Art•Blue Emergency Button•Multidoor Boarding	<ul style="list-style-type: none">•Minimally Intrusive Enclosure•Heat Lamps•Lights•Automated Ticket Handler•Public Art•Enclosed Leaning Bars and Bench•Ideally for Low Floor Vehicles	<ul style="list-style-type: none">•Covered Seating and Standing



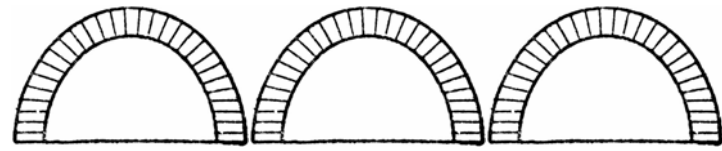


Crossing Seventh

Brian Dunnette <dunn0172@umn.edu>

DES 3331

Spring 2019

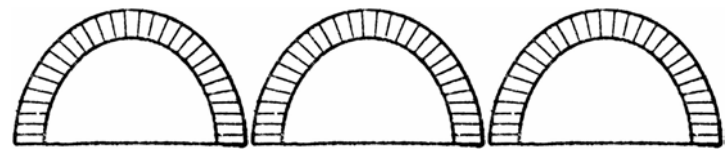


Statement

Pedestrian crossings along the West 7th corridor can be improved through unique and visible marking.

Distinctive patterns make crossings more visible to both pedestrians and drivers, increasing safety along West 7th.

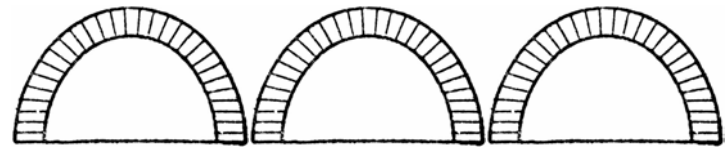
At the same time, designs provide an opportunity to express local history and identity.



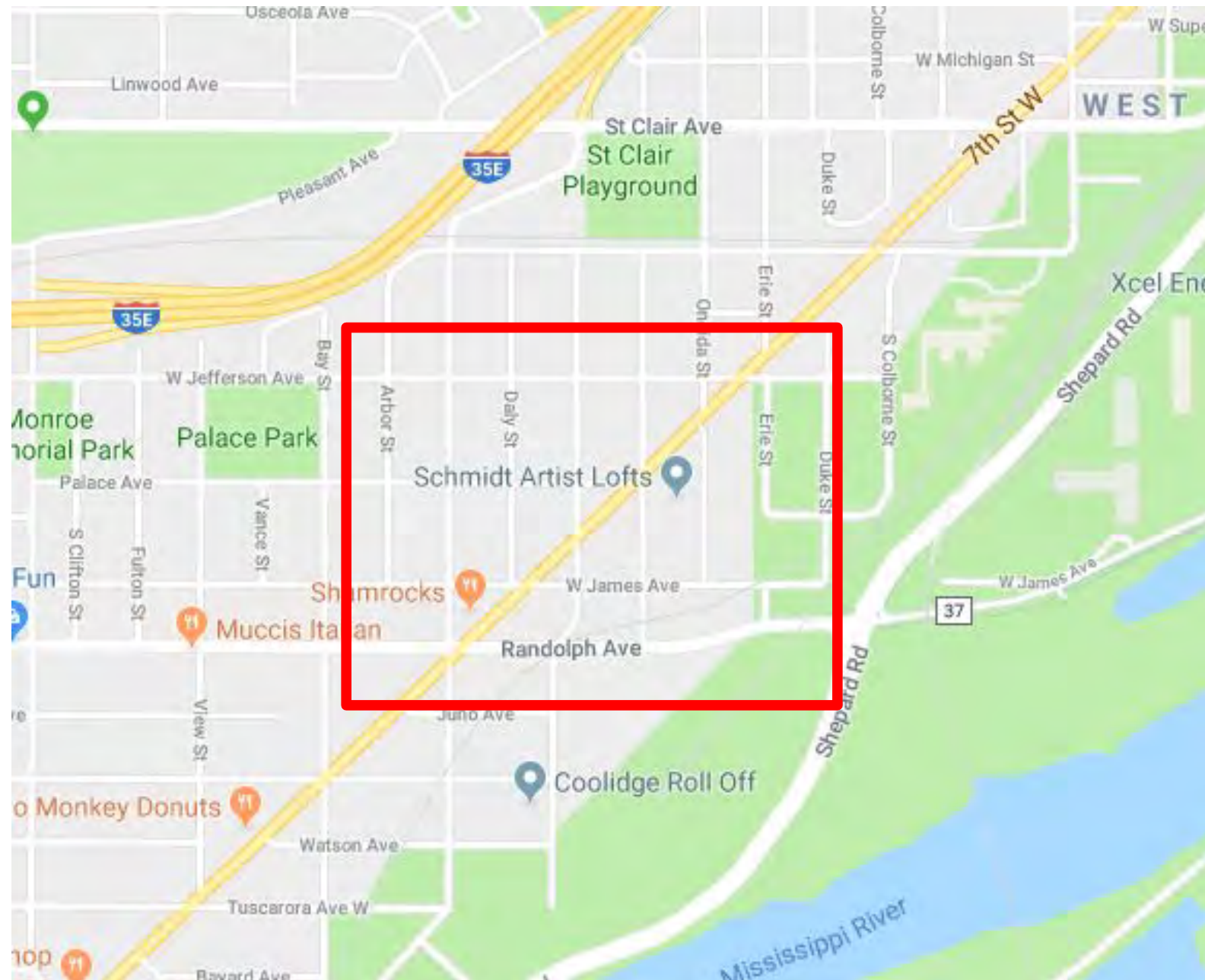
Background

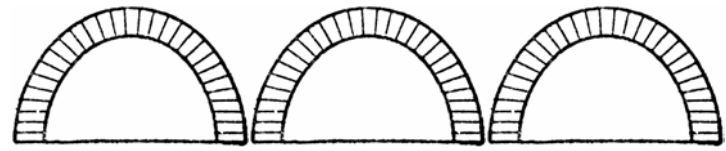
While investigating safety along West 7th (Project 2), we found that pedestrian crossings are inconsistently marked (if at all), leading to confusion and lack of safety for non-motorized users of the corridor.





Project Boundaries



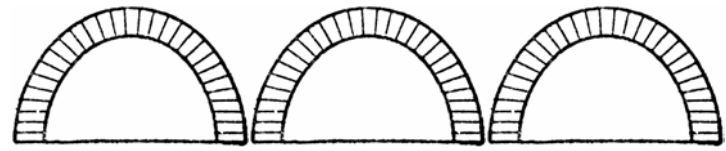


Precedents: Paint

- Inexpensive
- Flexible
- Can allow for community involvement
- Less durable
- Takes longer to install/dry



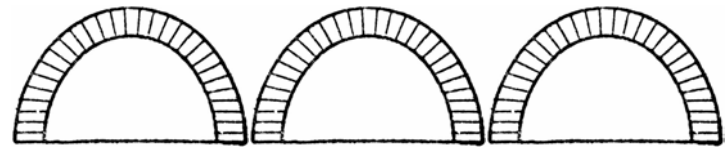
Madrid



Precedents: Preformed Thermoplastic

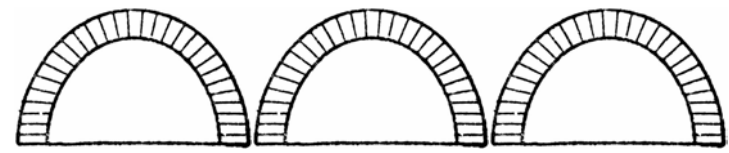
- Durable
- Repeatable
- Quicker installation
- More expensive up-front





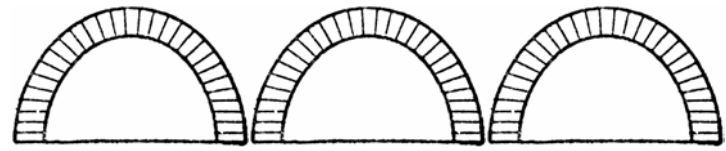
Interview: Coal Dorius - Engagement Specialist

- Meet constituents where they are - physically and mentally
- Work to build trust, both constituent-government and person-to-person
- Start small and iterate
- Can be good to interrupt people's routines (constructively)
- Play can bring out what people really value (and avoid getting mired in details prematurely)
- Listen!

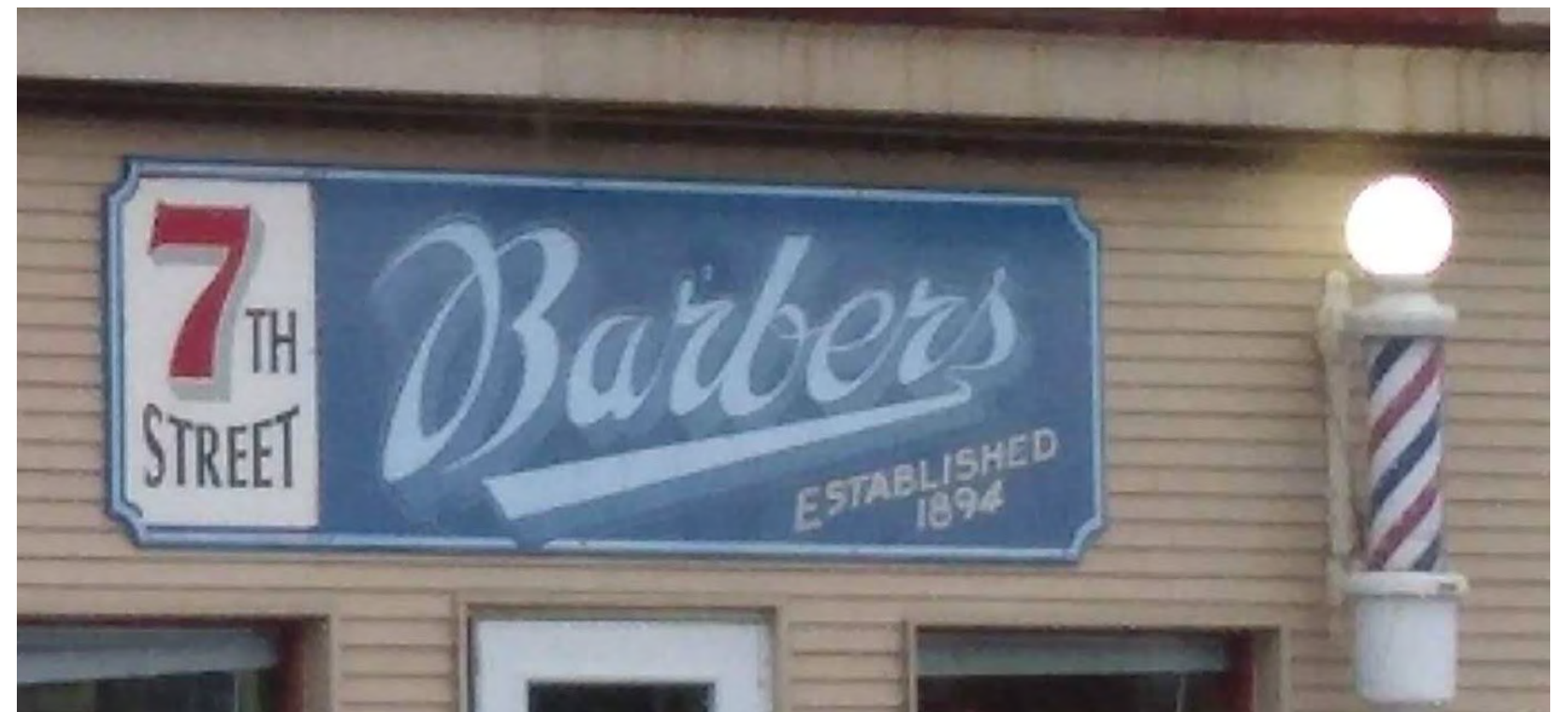


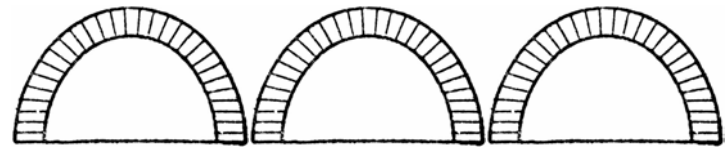
Visual Identity: Arches





Visual Identity: Sevens!

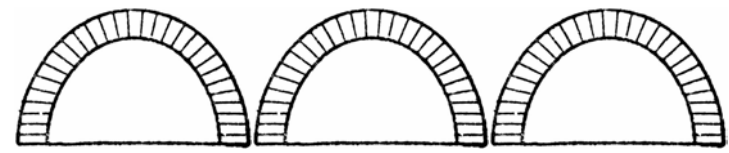




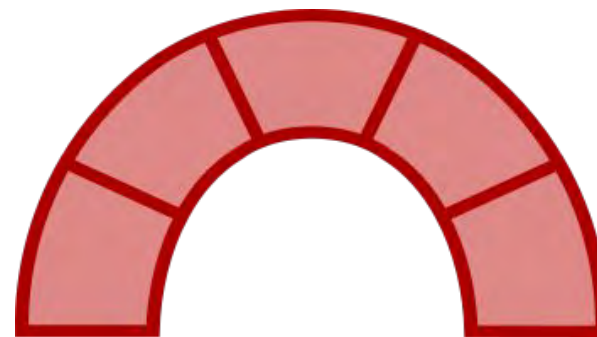
Prototyping Process

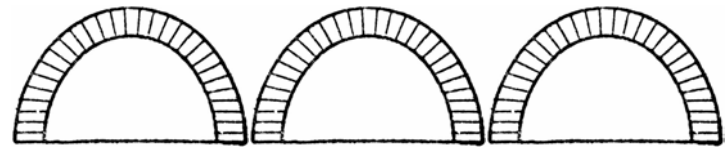
- Identify visual theme
- Sketch
- Vector drawing
- Cardboard stencil
- Test on pavement using cornstarch-and-food-coloring “paint”

Question: Is it visible (and appealing?)



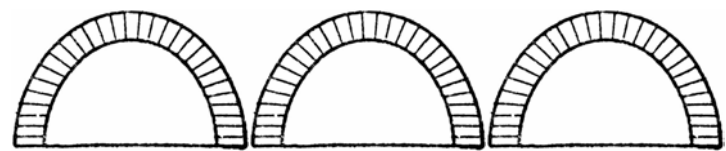
Prototype: Arches





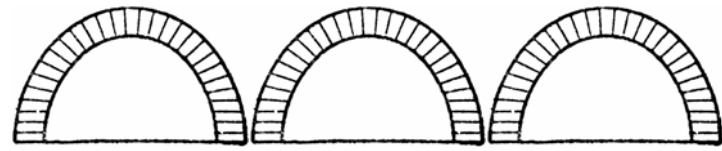
Prototype: Fleur-de-lis



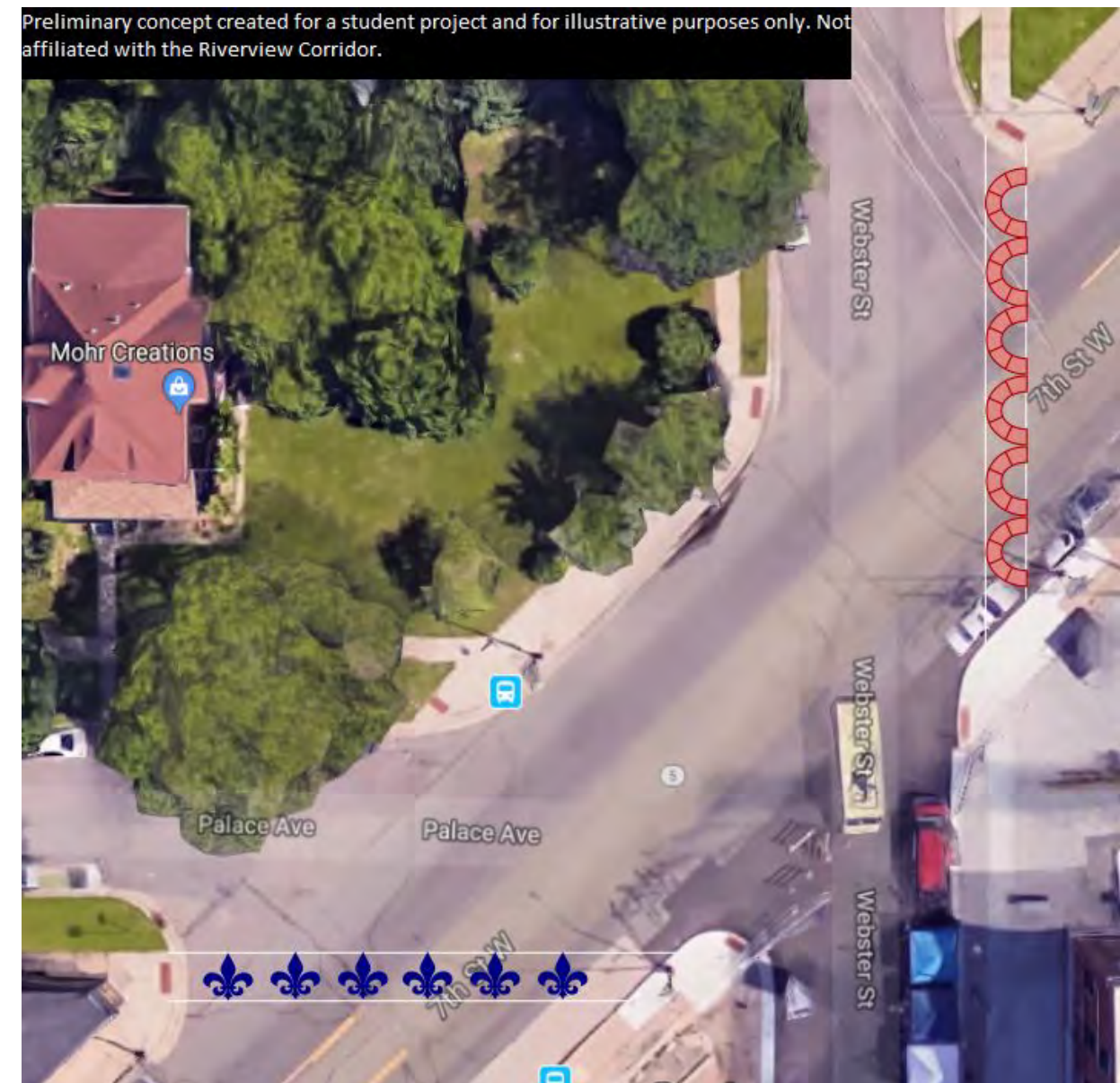


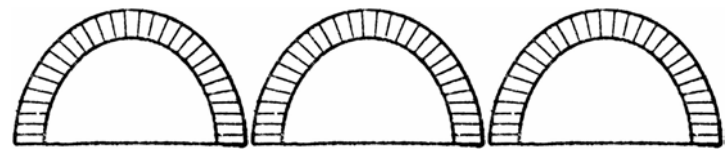
Prototype: Sevens





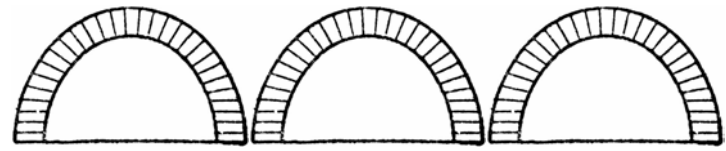
In context





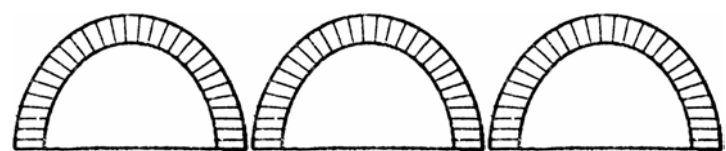
Lessons Learned

- Arches are everywhere (and used in other crosswalks), may not be the most visible or distinctive
- Fleur-de-lis is attractive and visible, possibly less distinctive/appropriate to West 7th
- Number 7 seems is both visible and distinctive - but is it confusing to have a bunch of “7”s on the street?



Going Further

- Community engagement - what would they like to see?
What expresses their sense of the neighborhood?
What works for specific publics (e.g. visually impaired)?
- Let people play with designs - cornstarch paint is cheap and safe, could be used on safe pavement areas (playgrounds, parking lots) to brainstorm



Questions?

Realignment of MN-5 to Shepard Rd

Tyler Fricke

Problem Statement

This project will propose a redesign to align MN-5 onto Shepard Rd between the river and downtown Saint Paul.

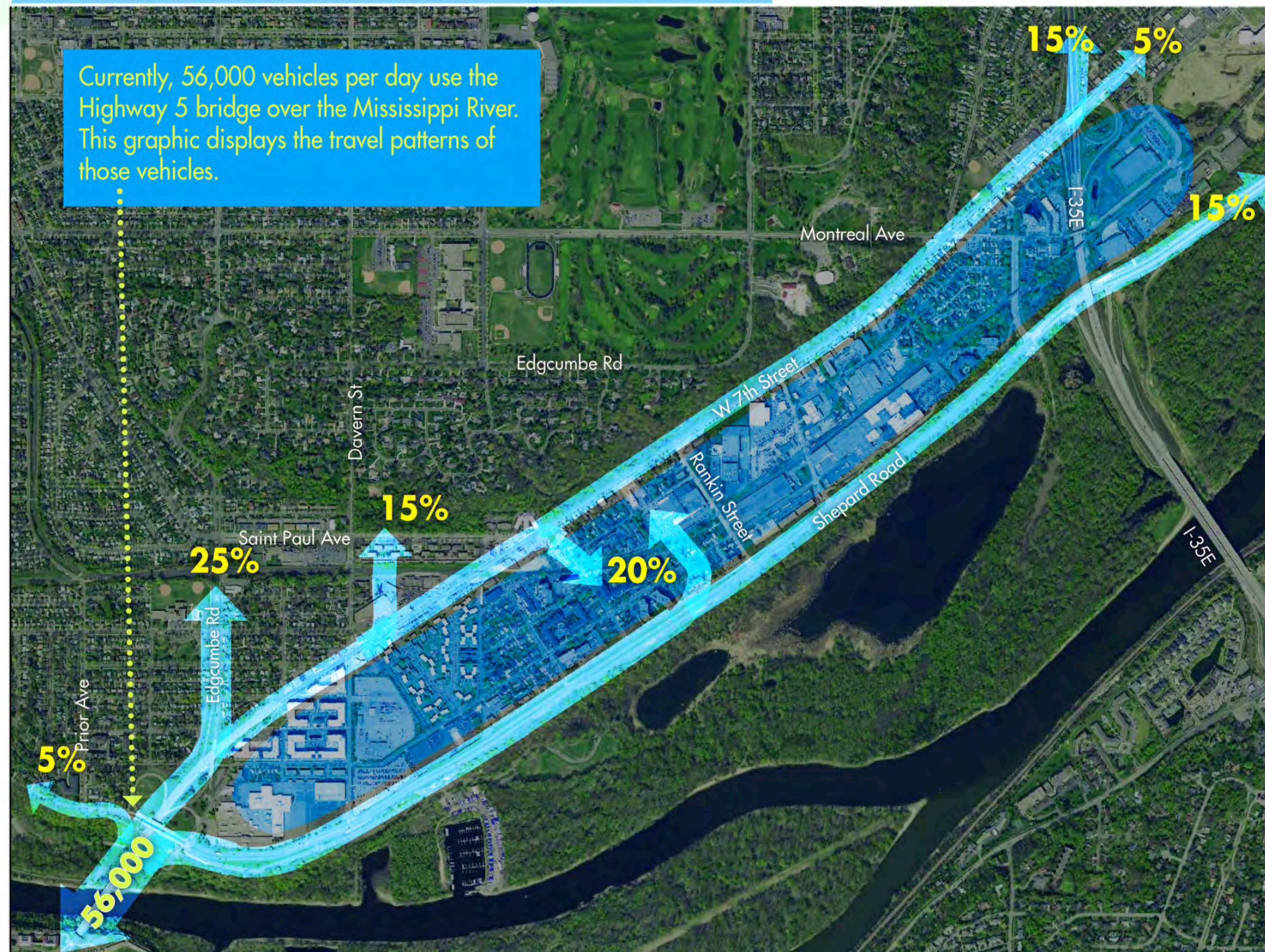


Precedents & Ideation

- Phalen Blvd Corridor
- Shepard Road's Initial Construction
- Traffic Volumes on West 7th & Shepard Rd
- MN-5, W 7th, & Shepard Rd Realignment
- Map Designs

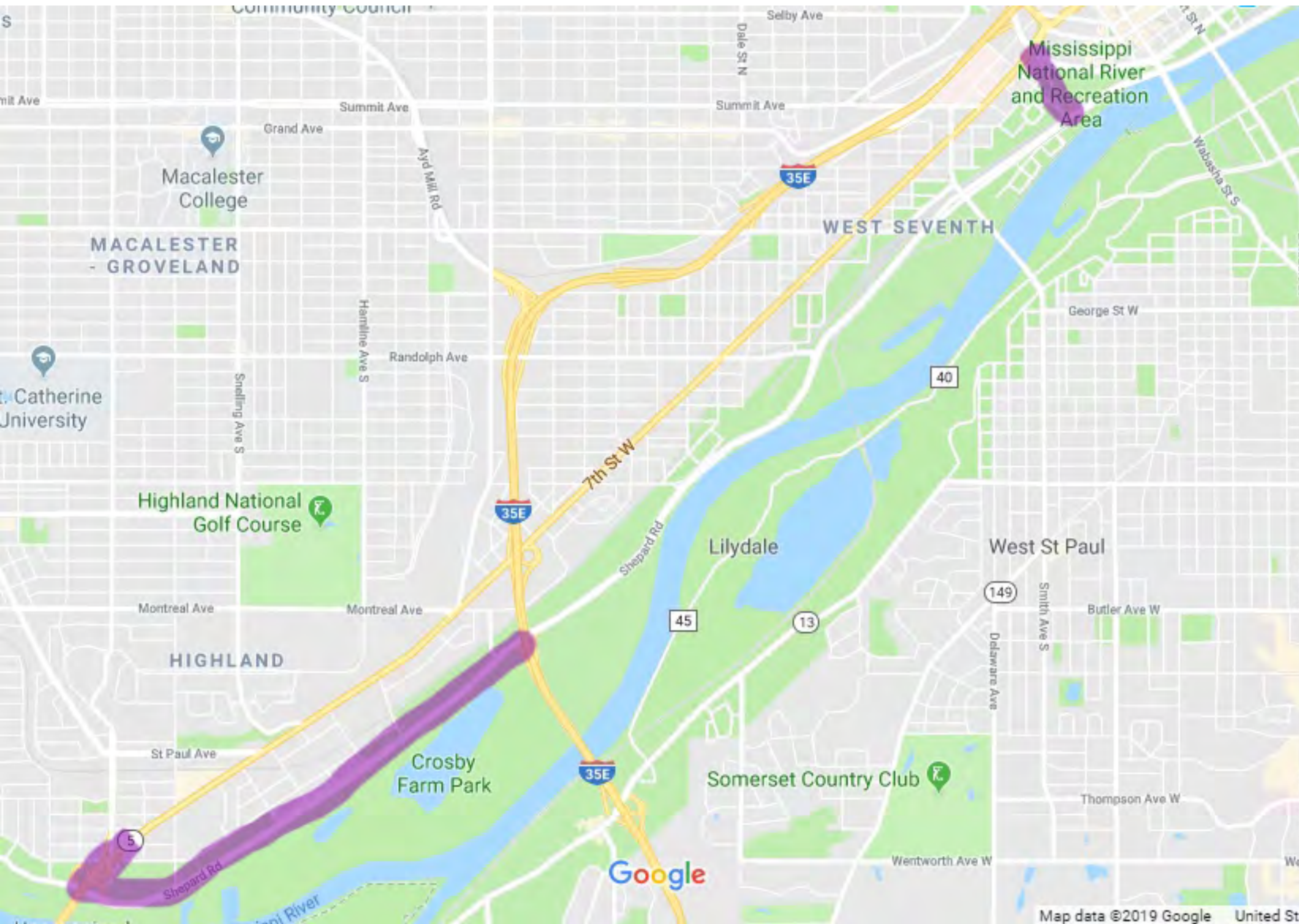
Interview with Patrick Boylan,
Sector Representative for
Metropolitan Council

Highway 5 River Bridge Traffic Patterns



Highway 5 / Shepard Road Access Options Study

<https://streets.mn/2015/04/24/chart-of-the-day-highway-5-bridge-traffic-flows/>



**Boundary
Area Map
for new
MN-5 &
Shepard Rd**

**(highlighted
in purple)**

Current Shepard Rd, W 7th St & MN-5



Legend

- Proposed Road Alignment
- Streetcar
- Stoplights
- Park
- Trail Realignment

MN-5 moves to Shepard Rd, 7th Ends



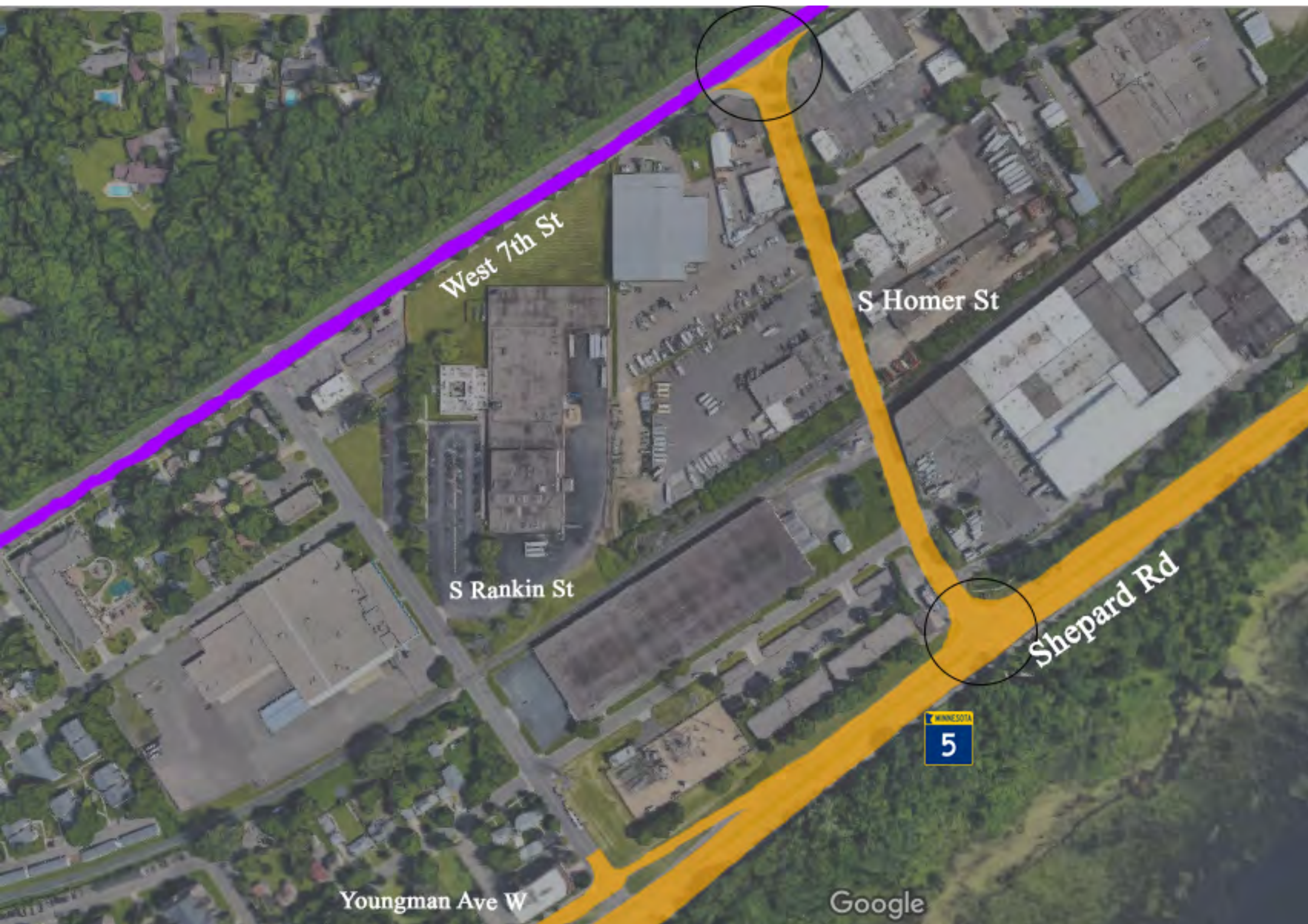








W 7th St
Homer St
Shepard Rd
Rankin St

Lights at Homer & Shepard and Homer & W 7th



Legend

-  Proposed Road Alignment
-  Streetcar
-  Stoplights
-  Park
-  Trail Realignment



I-35E
Shepard Rd

I-35E & MN-5 New Ramps



Legend


- Proposed Road Alignment
- Streetcar
- Stoplights
- Park
- Trail Realignment





Results

- As it is currently, taking Shepard Rd to get across the river is a hassle because of the awkward intersections and lack of access to I-35E.
- Businesses could potentially be impacted with less customers. However, they would end up getting customers from the streetcar and from pedestrians. If drivers want to get to a specific store, there will be easy access to return to W 7th St.
- As a result of realigning the Shepard Rd & MN-5 interchange and adding ramps to the I-35E & Shepard Rd interchange:
 - Shepard Rd's vehicle traffic would increase by about 100% per day.
 - W 7th St's vehicle traffic would reduce by about 55-60% per day.
 - With less vehicles, it would create a safer street for pedestrians and bicyclists and lessen the barrier of W 7th St in the neighborhood.

- 
- <https://www.ramseycounty.us/residents/roads-transit/transit-corridors-studies/riverview-corridor>
 - https://en.wikipedia.org/wiki/Shepard_Road/Warner_Road
 - <https://streets.mn/2015/04/24/chart-of-the-day-highway-5-bridge-traffic-flows/>
 - <https://www.stpaul.gov/departments/planning-economic-development/planning/highway-5-shepard-road-study>
 - https://www.nps.gov/parkhistory/online_books/nps/railroads.pdf
 - https://planningtools.transportation.org/290/view-case-study.html?case_id=79
 - <http://www.startribune.com/riverview-corridor-streetcar-route-to-burrow-under-historic-fort-snelling/498936151/>

Public Art

Riverview Corridor

Amber Holte

Project Statement

The Riverview Corridor along West 7th will be implemented with a Public Art master plan. The design choices to be made will create a sense of community throughout West 7th, enhance the identity of each neighborhood/stop along the route, and reflect the history/context of the areas while drawing new people in where the corridor will exist.

Selection Process

Connects projects with local artists

Call for artists

Provides advice on materials, venues, and common barriers

Previous work with Metro Transit



Funding

Percent-For-Art

Part of total construction budget for public art on station platforms

City of Saint Paul Public Art Ordinance Program Guidelines

1% to implementation and 0.5% to maintenance/restoration

Permanence

Permanent art for users to enjoy continuously

Participatory/temporary art at the opening of the Streetcar

Study Area Boundaries

Theme Combinations

- Grand + St. Claire
- Randolph + Otto
- Montreal + Homer
- Maynard + Davern
- Historic Fort Snelling

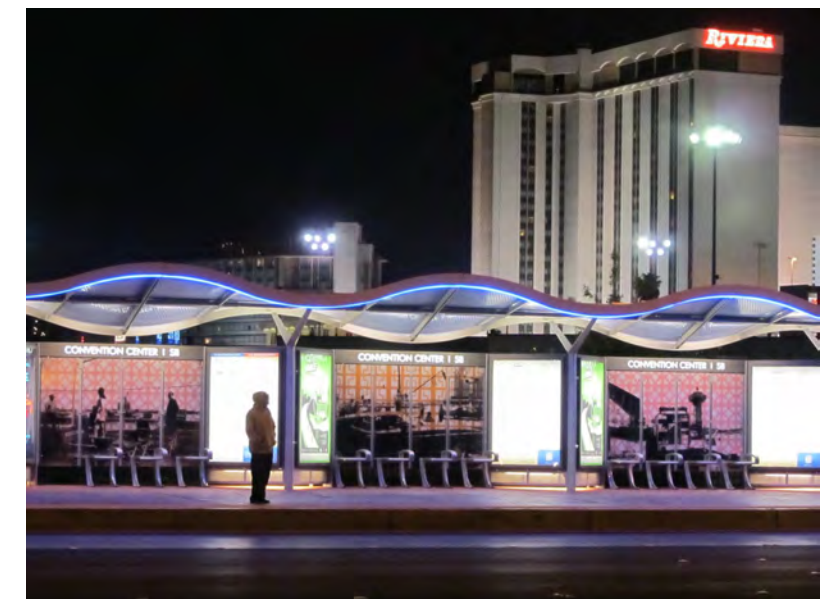
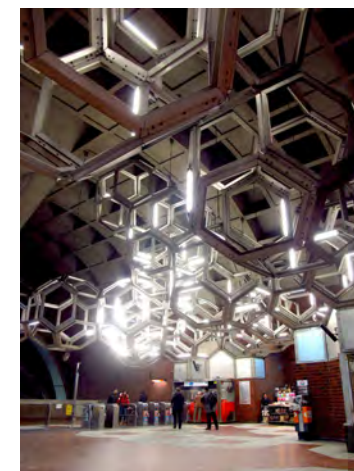


Grand + St. Claire

Recreation + Nightlife (Brewerytown)

Station Lighting

- Daytime/nighttime presence
- Visibility
- Safety
- Security
- Excitement



Randolph + Otto

Historical Infrastructure (Canadian Pacific Spur + Schmidt Artist Lofts)

Pole Embellishments + Sidewalks

- Emulate characteristics of the CPS
 - Materials
 - Form
 - Texture
 - Wayfinding
 - Identity/logo



Montreal + Homer

Geographic Landmarks (Mississippi River, Golf Courses, Parks)

Plant pots/planters + boulevard rain gardens

- Emulate nearby natural landscape characteristics
- Texture + Unexpected scale
- Promotes resident's care of landscape
- Great trees



Bike racks

- Nearby trails
- Encourage biking + healthful activity



Maynard + Davern

Retail (Sibley Plaza Reimagined)

Benches + Seating

- Conversation starters
- Utilize color + playfulness
- Rest for those who have been active
- Encourage public gathering and sociability



Historic Fort Snelling

Historical Figures + Events

Murals + signature sculptures

- Depict figures + events through stories
- Inform the public
- Reflect the history of the area
 - Fur trade
 - Military history



Participatory Art

Streetcar Opening

Kiosks

- Community bulletin board
- Announce special events
- Interactive
- Engaging





COMMUNICATIONS PLAN

by Haven Jacoby

Objectives:

- Redundancy of Messages: Use multiple communication methods to increase the likelihood of reaching all potential stakeholders and people interested. Some may not have access to certain forms of media, so it's important to spread across many different channels
- Highlight Key Achievements
- Increase Project Awareness and Support
- Encourage Informed Participation
- Reinforce Community Values and Pride
- Maintain Stakeholder Interest Through Completion of Project

Target Audiences:

- Stakeholders
 - Residents of West 7th and the surrounding area
 - People who travel through the area
 - Local business owners
 - People from surrounding areas who may travel through the area once the project is complete
 - Public Transportation users
-

Modes of Delivery:

Social Media -

Used to reach larger numbers of people, to stay engaged with stakeholders, and to maintain presence

- *Facebook*: Used to reach large portion of target audience. Facebook also allows you to schedule future posts directly from the platform without needing a third party service to do so. Facebook events are also an important method for spreading the word about upcoming events.
- *Twitter*: Used for ease of message sharing, and support of community endeavors. Twitter polls can also be used as an engaging messaging option. A banner should be added to the Twitter page, and consider changing the name from 'RiverviewStudy' to 'Riverview Corridor'.
- *Instagram*: Create Riverview Corridor specific Instagram page to capture that section of audience. Will be used for more visual aspects, and to increase redundancy. Make sure the account's biography links to the website.

YouTube -

Used to highlight key achievements, show project progress, and to document community meetings and important events

Email Newsletter -

Used to inform active, current stakeholders about project updates

Website -

Used as a hub for target audience to find all information regarding the project

Community Meetings -

Used to gain stakeholder feedback, encourage stakeholder engagement, and to inform stakeholders about project updates

Mailers -

Used to increase project awareness and highlight events

Newspaper -

Used to highlight key project updates and milestones

Billboards -

Used to announce project-related events and increase their attendance

Bus Stops and Side-of-Bus Advertisements -

Used to reach and inform current public transportation users and potential future Riverview Corridor users

Outreach Events -
Used to connect with stakeholders, gain feedback, and increase awareness about the project

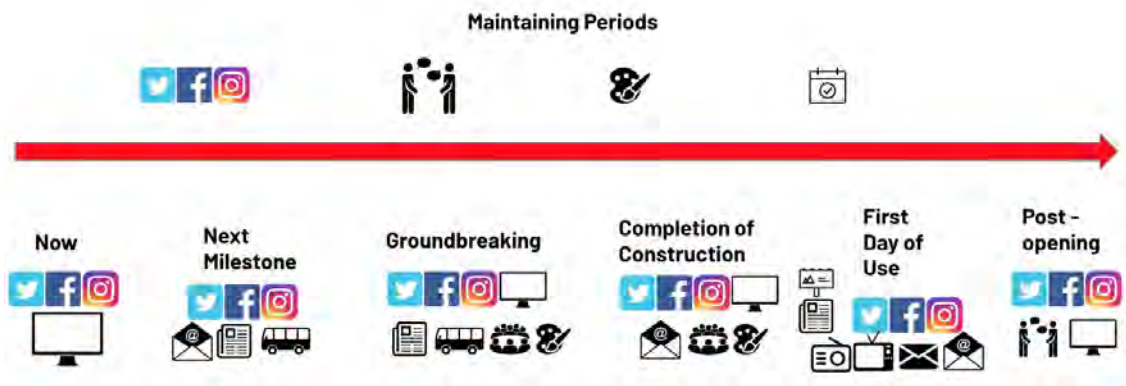
Sponsorship of Events -
Used to increase awareness about the project and and reinforce support for community

Radio -
Used to spread awareness of completed project and events










Television -
Used to spread awareness of completed project and events

Timeline:

Here is a general timeline showing what the main modes of delivery will be at different points in the project. Detail is provided in the following sections.



Legend:

-  **Social Media Platforms**
-  **Outdoor Billboards**
-  **Website**
-  **Newspaper**
-  **Side-of-bus advertisements and placement at bus stops**
-  **Community outreach and outreach events**
-  **Community Meetings**
-  **Email newsletter**
-  **Art commissions**
-  **Television**
-  **Mailers**
-  **Radio**

Communication Actions:

Reminder Push: Start As Soon As Possible

Goals: To increase awareness and project audience so that future communications will be more effective, and to ensure that all delivery methods are prepared for message maintaining periods

Even though we are still in the beginning of the project, it's important to inform stakeholders about where the project stands right now, and to set the tone for future communications.

Actions:

- Fully update website to make all relevant current information about the project available to stakeholders. Key information includes estimated duration of the project and funding information if possible. Including a section of the site that describes the historical street car that used to run down West 7th would be good, as residents are very interested in and motivated by the historical aspects of the area.
 - Update YouTube videos, as the last publicly available video about the project was posted 3 years ago. Video could be as simple as an overview of the project, or could also make the “view the modern streetcar” video listed on the website a publicly available video instead of an unlisted video. This is important in maintaining a presence across the available platforms.
 - Update social media pages to ensure the information is current and accurate, and create posts updating stakeholders about an aspect of the project. This will help gauge current engagement on these platforms, and help to increase post audiences.
-

Next Milestone after Reminder Push:

Goals: To keep engagement momentum going after reminder push, and continue to increase audience and awareness.

Actions:

- Push posts across all social media. Posts should link back to website, and encourage audience to follow the project on other platforms as well as sign up for the email newsletter.
 - Send out mailers with key information about the milestone to local residents, also encouraging residents to follow the project on other platforms and sign up for the email newsletter.
 - Highlight milestone in the local newspaper, with same pushes as above. This will help to further increase the audience of future communications
 - Utilize bus stop advertisements to remind public transportation users of the project, and push for further engagement.
-

Maintaining Periods:

Goals: To maintain audience’s awareness of and interest in the project, as well as staying active on digital platforms to optimize future post efficacy.

Over the course of such a long undertaking, there are bound to be lulls in communicable information. When there are no updates or milestones to discuss, it is important to continue actively communicating with stakeholders. On digital platforms, algorithms reward active accounts by showing their content to more users. Staying active on these platforms will help ensure that future important communications reach the largest amount of stakeholders as possible.

Actions on Digital Platforms:

- Share success stories of similar transportation projects
- Share information about local businesses along West 7th
- Share information about local happenings and events
- Share historical information about the area
- Share cultural and historical information about the area, including information about local artists
- Engage with other local businesses and users, sharing content they create
- Be responsive to questions or comments that arise

Using a service such as Sprout Social will allow you to queue and schedule content. This is invaluable in maintaining the Corridor’s social media presence over time. Twitter is a fast-paced platform, so content can be shared as it comes up. For Facebook and Instagram, trying to maintain at least one post a month would be ideal. In this time, people will generally be seeking out their own information about the project as well, so it is important to keep the website as up to date as possible.

A point of reference and inspiration may be the OKC Streetcar’s Twitter account: <https://twitter.com/OKCStreetcar>. This account has done a great job of staying active and sharing relevant content. The content that was being posted on the Riverview Corridor’s Facebook page from February to May of 2018 were also a great example of what effective posting looks like.

For non-digital methods, focusing on community outreach in maintaining periods will help to increase support for the project.

Actions for Non-Digital Methods:

- Host outreach events: This can be as simple as pop up stands in strategic locations to disseminate information about the project. Volunteers can speak with community members about the project, as well as get feedback from them.

These do not need to be often, but are a good way to reach stakeholders who may not be as active in digital spaces. Look to the Pop Up Meeting project for inspiration: http://publicartstpaul.org/project/popup/#about_the_project

- Sponsor local events: Sponsoring local block parties, art shows, concerts, and more is a good way to get the project's name out to active people in the area.

Project Milestones:

Goals: Highlight the achievements made, and spread information about the project's progress.

Project Milestones are the opposite of the maintaining periods. Project Milestones are a time to push information to stakeholders so that they can continue to engage with the project in an informed manner. Redundancy of messages is important, as well as encouraging the audience to continue following the project on multiple platforms.

Actions for General Project Milestones:

- Update the website with relevant information about the milestone. Key points include what has been accomplished, its importance to the project, and what is yet to come. Document processes, and upload pictures to the website.
- Send out an email newsletter detailing the milestone, and link to the website and social media platforms.
- Push content on all social media platforms
 - *Facebook:* Include an overview of the milestone, and a link to the website where readers can learn even more. Images are important in pulling people's attention to a post, so include images whenever possible.
 - *Twitter:* There is a character limit on Twitter, so provide users with a concise summary of the milestone and a link to the website. Images are also important.
 - *Instagram:* Post an image that shows an aspect of the milestone, and describe it in further detail in the caption. Encourage readers to visit the website for even more information.
- Host a community meeting to discuss the project's progress and ask for feedback from community members.
 - Make sure the meeting is in a location that is accessible to all. Consider unconventional meeting spaces such as local parks to make it easier for those with young children to attend.

- Hold community meetings over a few days and at different times of day if possible to help ensure that community members with busy schedules are able to participate.
- Advertise the community meetings in advance on digital platforms, on the website, and potentially through mailers as well. Creating a Facebook event is a great way to remind people of when the event is, as well as to gauge how many people will be attending.
- Post documentation of the meetings online for those unable to attend. Detailed notes from the meeting would suffice, but recording a video of the meeting is even more effective. Post these videos on the website, YouTube, and on social media pages to make sure they are seen
 - Another option is to go "live" on Facebook during the meeting. People at home will be able to tune in, and those who couldn't attend will be able to rewatch the live video at their convenience.
- Post the date of the next community meeting in advance, if the next date is known.
- Create relationships with local media outlets who can help to spread information about important milestones. This includes local newspapers, TV news stations, and radio stations.

One key milestone will be the **groundbreaking** of the project's construction efforts.

Actions for Groundbreaking:

- Follow the actions for general milestones.
- Update the website with information about effects on parking, and share the same message across social media. Create a section on the website for images documenting the groundbreaking. Include an updated estimate for the completion of construction, and when the audience can expect to begin using the Corridor.
- Host a community meeting to discuss the progress so far, and what can be expected in the next few months.
- Request stories be written about the event in the local newspaper to reach those who may not use digital platforms. Include links to online resources, but the narrative should tell the full story of the milestone.
- Place messages on the sides of buses and at bus stops about the event. These placements should include the estimated duration of the construction. These messages are important for keeping public transit users in the loop about what they can expect from the project.

- Twitter will be an especially useful platform for spreading the word to as many people as possible. Tweets about the groundbreaking should be scheduled leading up to the event, and a summary tweet of the construction to come should follow after the groundbreaking.
- Post a picture on Instagram of the groundbreaking. This image will become a part of the history of the project, and it is important to document.
- Consider streaming the groundbreaking moment live on Facebook to commemorate the event.
- Consider commissioning local artists to create pieces centered around the history of the location, the community, and the future of the street car. Feature these pieces in future communications.

Another key milestone will be the **completion of construction**.

Actions for Construction Completion:

- Follow the actions for general milestones.
- Document the completion and post it on Instagram and other social media platforms. Also upload these pictures to the website.
 - Link to the website for more information.
- Update the website to include detailed information on:
 - When can people expect to begin using the Riverview Corridor?
 - How will the existing bus routes be changed?
 - Costs of riding
 - Routes and timing
 - Rules of use
 - Any information about celebratory events and the first day of use
- Create useful infographics for the above information that can be scheduled and posted across social media
- Send out an email newsletter update detailing the above information. Link out to the website for more information, and link to a Facebook event for the first day of use, and for any following celebrations
- Host a community meeting and request feedback about event plans and what people would like to see on the first day of use
- Revisit the art commissioned by local artists by sharing it on social media.

The final, and biggest milestone of the project will be the **first day of use**.

Key messages for the first day of use will be information about celebratory events, the street car's route, cost, hours of operation, where readers can find more information, and contact information for questions.

Pre-First Day of Use Actions:

- Follow the general project milestone guidelines, but with increased number of messages to help make the kick off as successful as possible
- Create a Facebook Event for the first day of use that describes any celebrations and how the streetcar is to be used. Link to the website for further information.
- Host a giveaway across the social media platforms for some sort of prize, such as free rides.
 - To enter the giveaway, require that participants share your post, which should explain what the Riverview Corridor is and where it will be running. This will help spread the word even further, and give you a chance to reward audience members who are engaging with the page and helping spread awareness.
- Schedule reminder tweets about the event at least a week before the event, a few days before the event, and the day before the event.
- Contact a local radio station, and ask them to mention the opening of the Corridor on air. Emphasize the first day of use and any celebrations.
- Contact local television stations and ask them to do a segment about the opening of the Riverview Corridor. Emphasize the first day of use and any celebrations
- Take out a billboard in the area and advertise the upcoming first day of use and other celebrations. Link to the website as a resource for more information about the project. This method will be mainly for spreading awareness.
 - Similarly, use side-of-bus advertisements and utilize the space on the sides of current bus stops to share information about the Corridor with passersby and public transit users
- Send out mailers giving local residents information about the first day of use. Include information about how parking in the area will be affected.
- Send out an email newsletter including all of the information about the first day of use, and link to the website for more information
- Contact the local newspapers and ask them to print a story about the Riverview Corridor. Request they include information about the route, cost, and any celebratory events.

Actions for ***During*** the first day of use:

- Stay active on social media throughout the day. Whatever is happening - post pictures and updates about it on all social media platforms.
- Consider going live on Facebook during important or especially interesting events

Actions for the end of the first day of use:

- Post a video on YouTube recapping the events of the day, and documenting the ridership and community interest in the project. This will help spread awareness to those who missed the event.
 - Post this video to Facebook and Twitter, and add a link to it on the website

Maintaining Presence After Opening

Goals: Use modes of delivery to continue engaging with stakeholders, sharing relevant information, and to increase awareness about the new street car.

Communications don't end once the project is completed! It's important to continue communicating with stakeholders using the platforms and recognition that have been built up over time. Pushed messages do not need to be as frequent now, but maintaining a presence will reflect well on the project and continue to help spread awareness and increase community support. Responsiveness will also be important at this time. Making sure stakeholders' questions are being answered and creating spaces where they can provide feedback are crucial in keeping support for the project. Key messages will be any new information regarding the project, and continued community support.

Actions:

- Follow the guidelines for maintaining periods
- Use a post scheduling or queueing platform to ensure that social media accounts stay active. Aim for at least one post a month on Facebook and Instagram, and share content on Twitter whenever it comes up
- Conduct outreach events or community meetings asking for stakeholder feedback about their perceptions of and experiences with the Riverview Corridor
- Continue to be responsive to comments on social media
- Keep the website updated with the most current information

AN ENCLOSED BUS STATION AT MAYNARD AND WEST SEVENTH

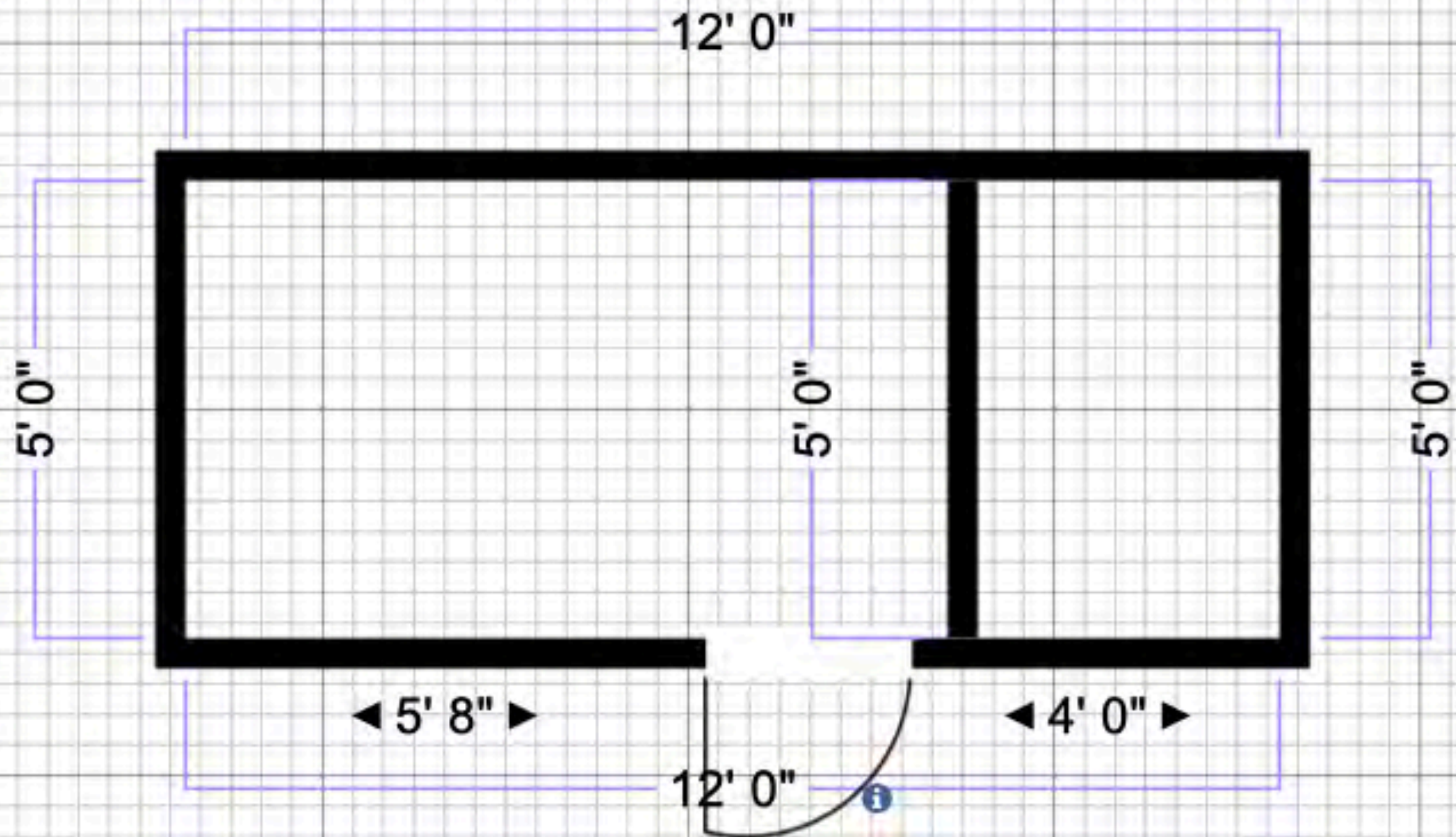
Adrienne LeMay

MAYNARD AND WEST SEVENTH

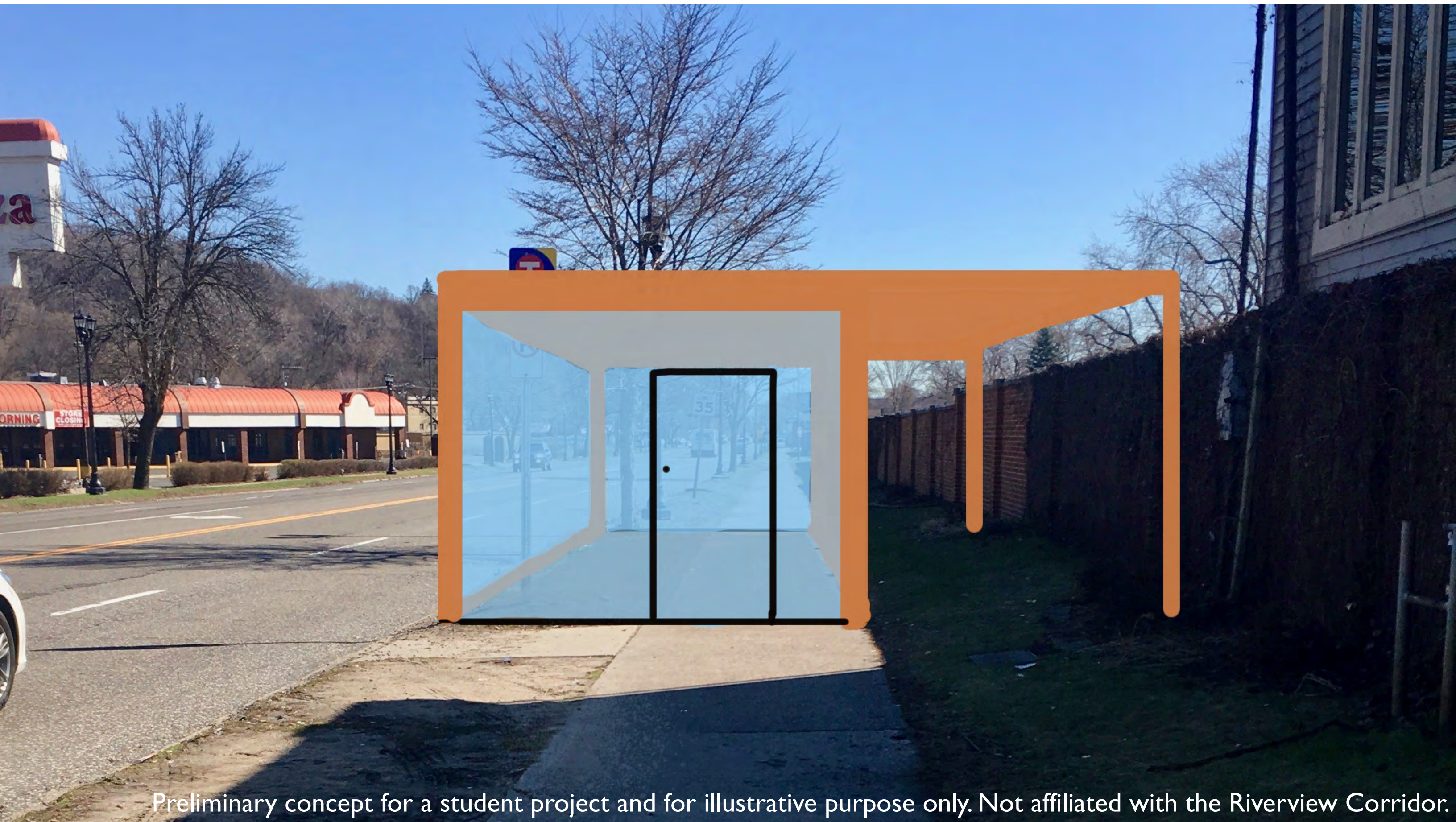
The neighborhood centered around West Seventh and Maynard Drive is a busy area with the Sibley Manor Apartments and the possible shopping area. The current bus stops and shelters are small and uncomfortable. New bus stations could be centered around warmth and comfort, making it easier to walk, sit, and hang out for the streetcar line in the winter.







Preliminary concept for a student project and for illustrative purpose only. Not affiliated with the Riverview Corridor.



Preliminary concept for a student project and for illustrative purpose only. Not affiliated with the Riverview Corridor.

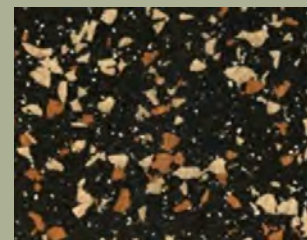
MATERIALS



Base will be made from scrap metal



Windows will be recycled glass



Floors will be recycled rubber

TECHNOLOGY AND AMENITIES

- Solar panels on the roof of shelter
- Heaters inside the bus shelter
- Possible a/c units
- Automatic door
- Room for a bench inside
- Garbage bins will be outside
- Additional seating outside



REDESIGNING 7TH ST.W

Ben Murphy



7th Street W & Grand

PROJECT
BOUNDARIES

7th Street W & St. Clair Ave

7th Street W & Randolph Ave

Google

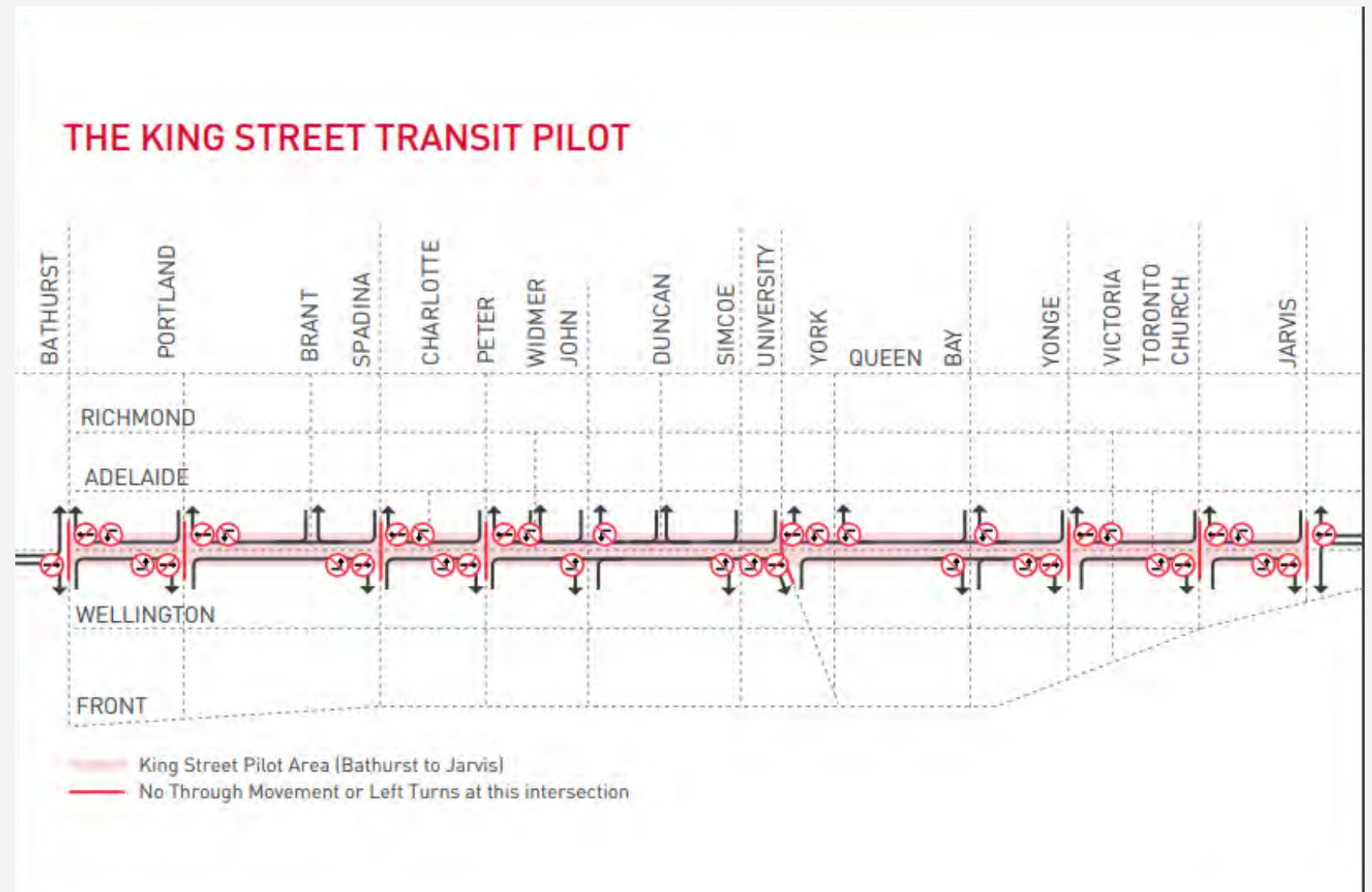
7TH ST. W & GRAND

SHARED SPACE

- District is focused on commercial.
 - Business owners will want to retain street parking.
 - By having this be a shared corridor, traffic will flow closely to what it is now.
 - However, the street car does not gain priority in this design.
- This design allows for change in the future.
 - There is potential to remove cars from the street car lane.
 - Parking can be removed in the future for bike lanes, public art, planters, etc.

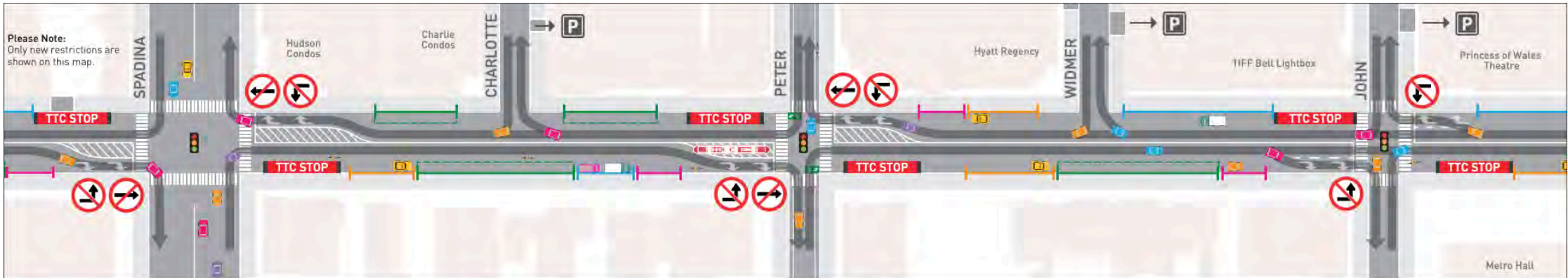



- Eliminates through traffic along the street car corridor.
 - Prioritizes the flow of the street car.
- Still allows for limited car access to street car right-of-way.
- This would allow for a more multimodal approach.





TORONTO STREET CAR


Please Note:
Only new restrictions are shown on this map.





**No Through Traffic:** Vehicles are not allowed to drive through the intersection. Except for: TTC vehicles, emergency vehicles, bicycles and road maintenance vehicles. Taxis are allowed to travel through the intersections between 10 p.m. and 5 a.m.


**No Left Turn:** Left turns from King Street at intersections are not allowed while driving or biking within the pilot area. However, cyclists can use the bike boxes at Peter Street and Simcoe Street to turn left in two stages.


**Right Turns on and off of King Street:** Vehicles turning right onto King Street must turn into the streetcar lane. Vehicles turning right off of King Street must use the right turn lane.


**Parking on King Street:** There is no on-street parking in the pilot area. Parking is available on some side streets and in parking lots and garages near King Street.


**TTC Streetcar Stops:** Streetcar stops have moved to the far side of intersection, with protected passenger waiting areas in the curb lane. There are two locations where streetcar stops will remain on the near side of the intersections, on the sidewalks: King at Bathurst (westbound) and King and Portland (westbound).


**Accessing your destination on King Street:** Enter King Street via the closest north-south street which gets you on the same side of the street as the address you are looking for. Use parallel streets to access different points on King Street (Richmond Street, Adelaide Street, Wellington Street, Front Street, Lake Shore Boulevard or the Gardiner Expressway).


**Advance Right Turn Green Arrow Signal:** At some intersections, there will be an advanced right turn green arrow for vehicles. These arrows are new, so please be careful as you make the turn and watch for pedestrians.


**Taxis:** There are dedicated on-street taxi spaces for passenger pick-up/standing. From 10 p.m. to 5 a.m., taxis are allowed to travel through the intersections. At all other times, taxis must follow the same regulations as other motorists.


**Passenger Pick up/Drop off, Loading and Deliveries:** There are dedicated on-street spaces for passenger pick-up and drop-off, as well as short-term loading and deliveries. Standing and/or parking is not allowed.


**Accessible Loading:** There are dedicated on-street spaces for accessible passenger loading. Vehicles with an accessible permit are allowed to stop to pick-up and drop-off passengers.

**New Public Spaces:** There will be new public spaces created in the curb lane within the pilot area. These spaces may include seating, sidewalk cafés, or bicycle parking.

**Driveway Access:** Driveway access is maintained throughout the pilot area.

**Bicycling:** Cyclists are allowed to continue to use King Street, travelling straight through at intersections.

**Bike Box:** Bike boxes are located at two intersections where there are north-south streets with bike lanes: Peter Street and Simcoe Street. Bike boxes are designated spaces to help cyclists make left turns from King Street. Cyclists should wait in the boxes in front of cars at a red light, and then proceed north-south when the light turns green.

**Walking:** At some intersections, there will be advance right turn green arrows for vehicles. Pedestrians are required to wait for their signal to cross the street.

7TH ST. W & ST. CLAIR AVE

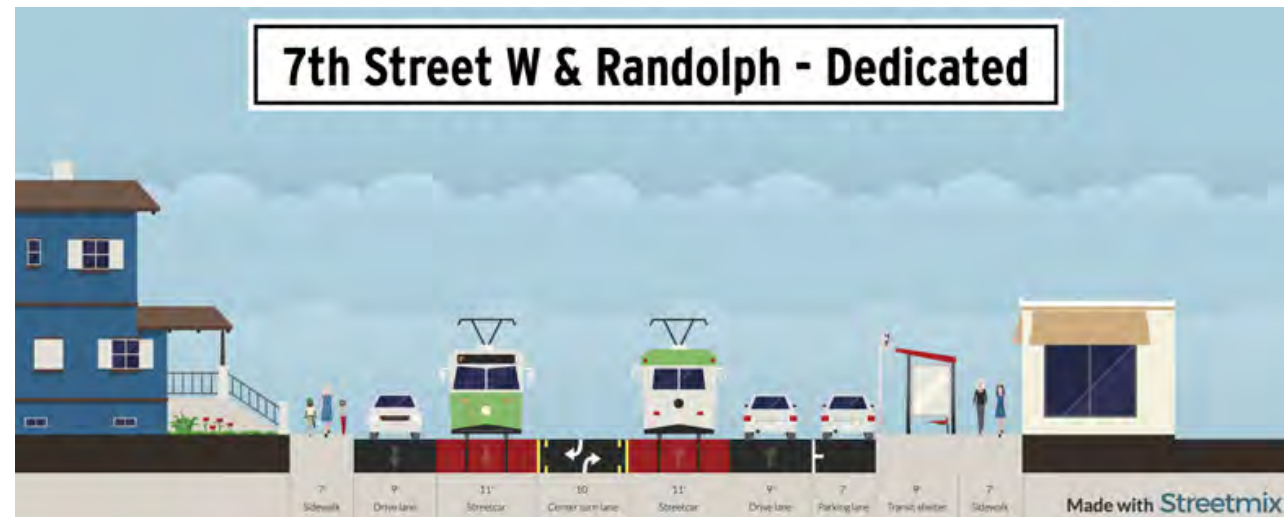
DEDICATED SPACE

- There is a mix of commercial and residential space.
 - This allows for a dedicated street car lane to ensure the flow of the street car.
- There is not any existing on-street parking, so there is no need to add any.



7TH ST. W & RANDOLPH AVE

DEDICATED SPACE



- There is mainly commercial with some residential. It is not as dense as 7th St.W & Grand.
- There is parking on both sides and with this design parking would be retained on one side.
 - The parking lane could be placed based on where the traffic volume is the highest throughout the day.

CHURCH STREET, SAN FRANCISCO

- Left turns should be prohibited with a center transit lane.
- However, allowing left-turns only at certain times of the day could be permitted.
- Another option is have a left-turn lane with dedicated signal phases.

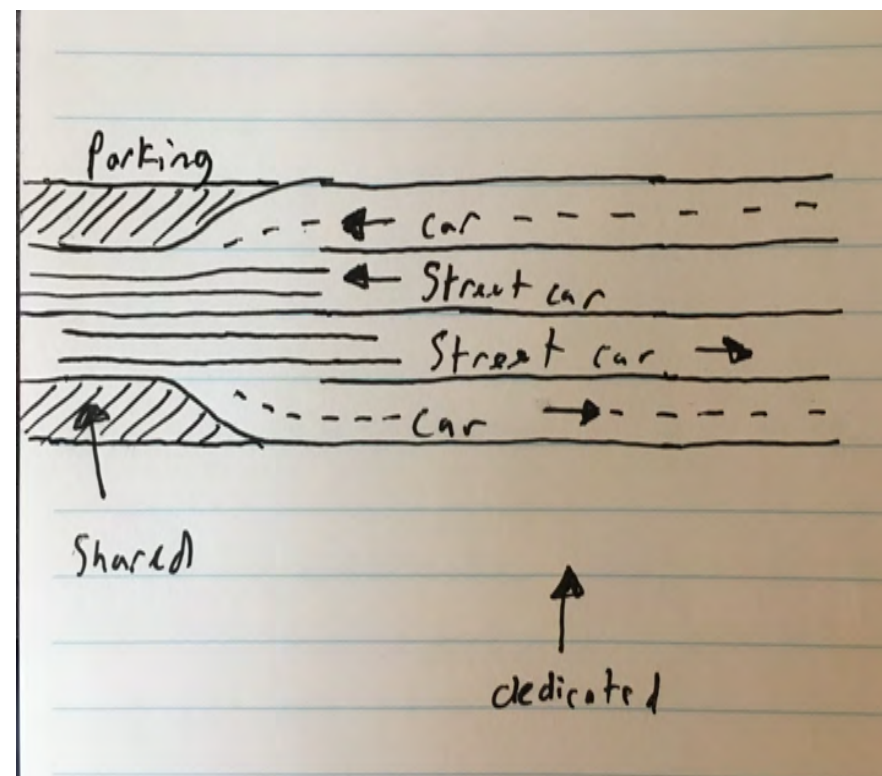


LAYOUT OF 7TH ST.W



**Transition
point.**

DESIGN OF THE TRANSITION FROM SHARED TO DEDICATED



TRANSITION AT 7TH STREET AND ST. CLAIR

QUESTIONS?

Thank you!

Project 4: Reorientation of W Seventh

Montreal Avenue & Madison Street Corridor

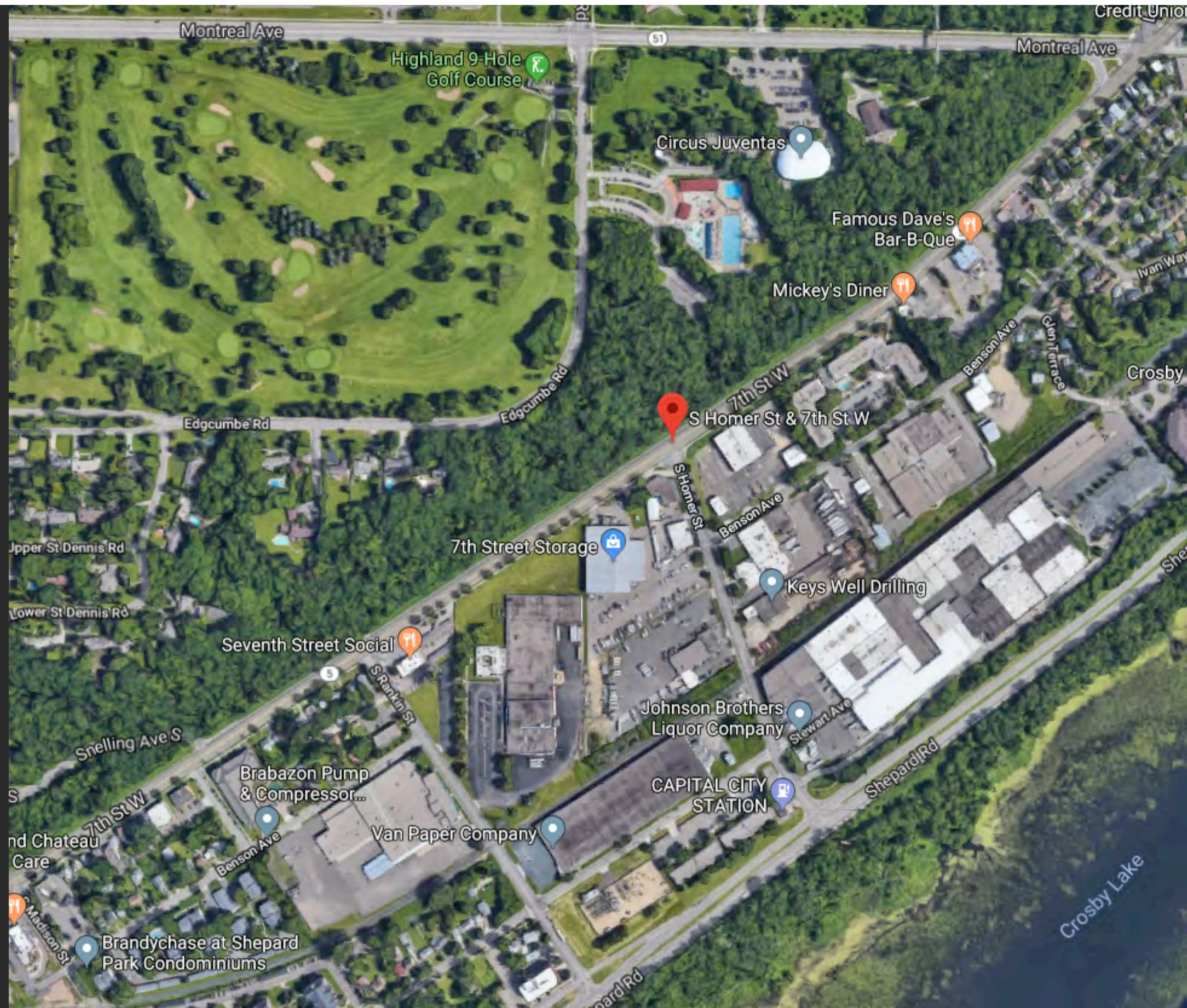
Emma Pierson

Problem Statement

The RiverView Corridor has minimal green and active space accessible to surrounding communities, reorienting the street to integrate platforms along the corridor can provide an opportunity add bike and pedestrian infrastructure along the platforms to fill the gap and provide necessary assets.

Montreal Avenue & Madison Street Corridor

Homer Street Station



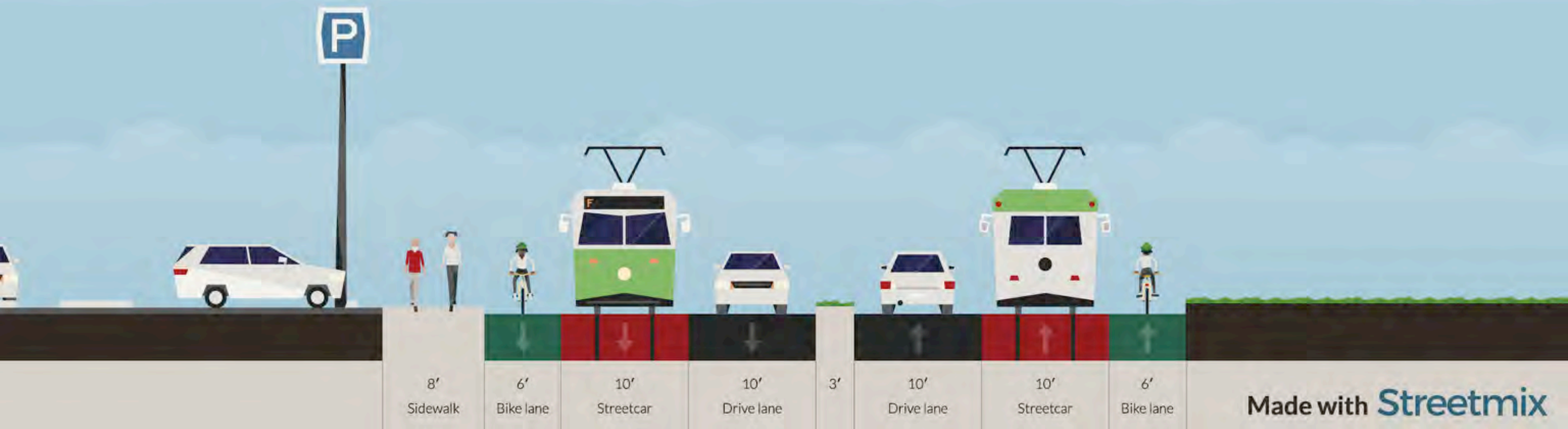
Prototype

Street Mix & Aerial Drawing

- Bike Lanes
- Improved Sidewalks
- Designated Street Car Lane
- Relation to Bluff

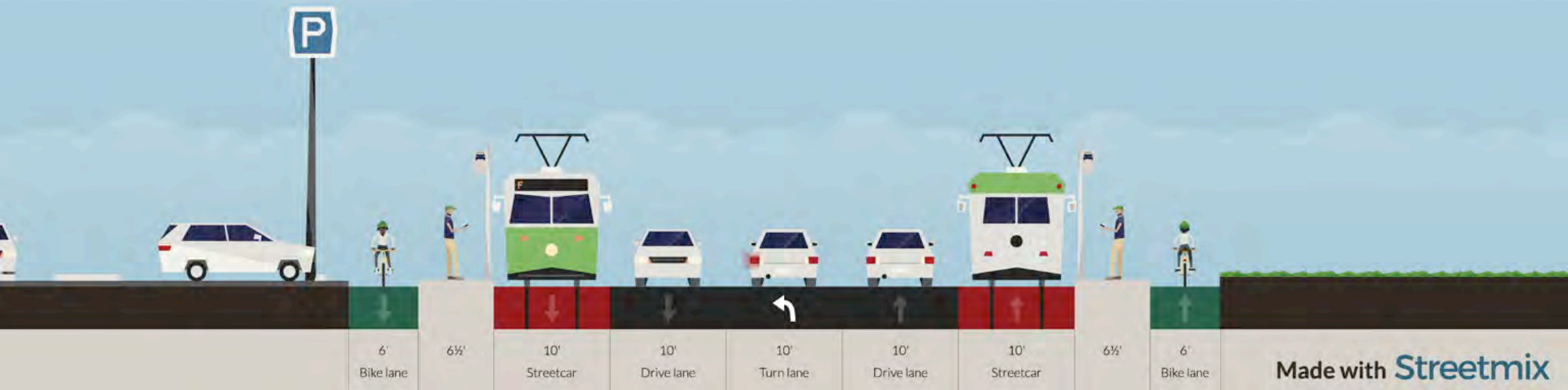
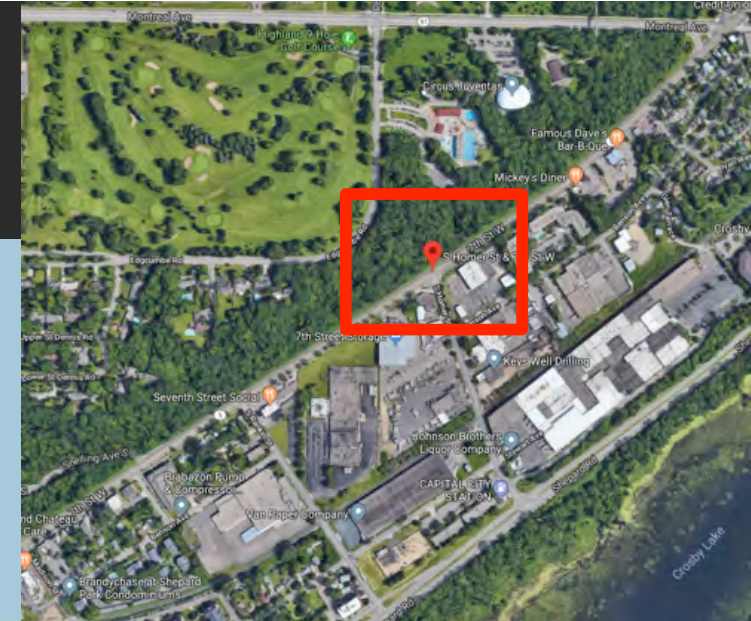


W 7th NE of Homer Station



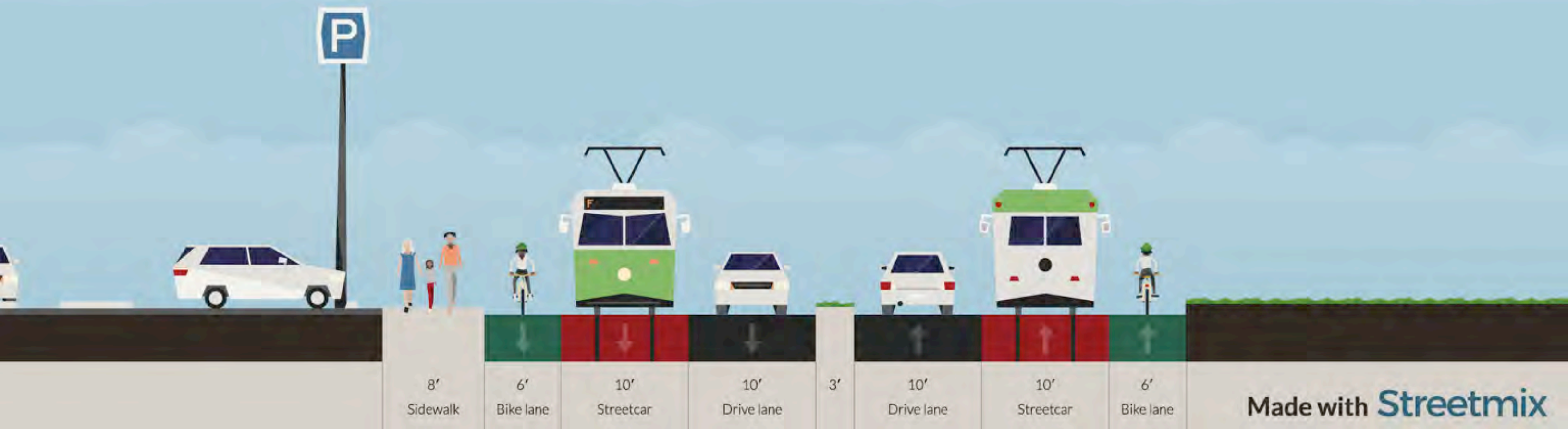
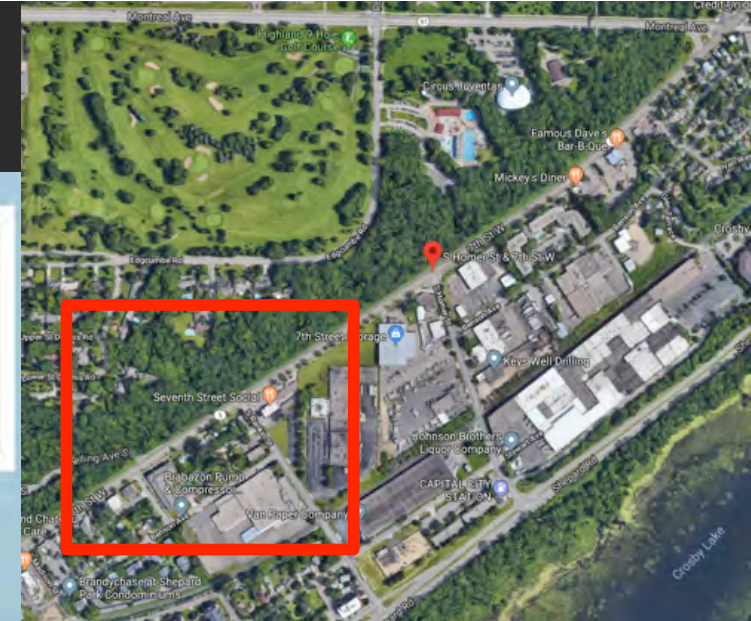
Preliminary concept created for a student project and for illustrative purposes only. Not affiliated with the Riverview Corridor.

S Homer Station Plan

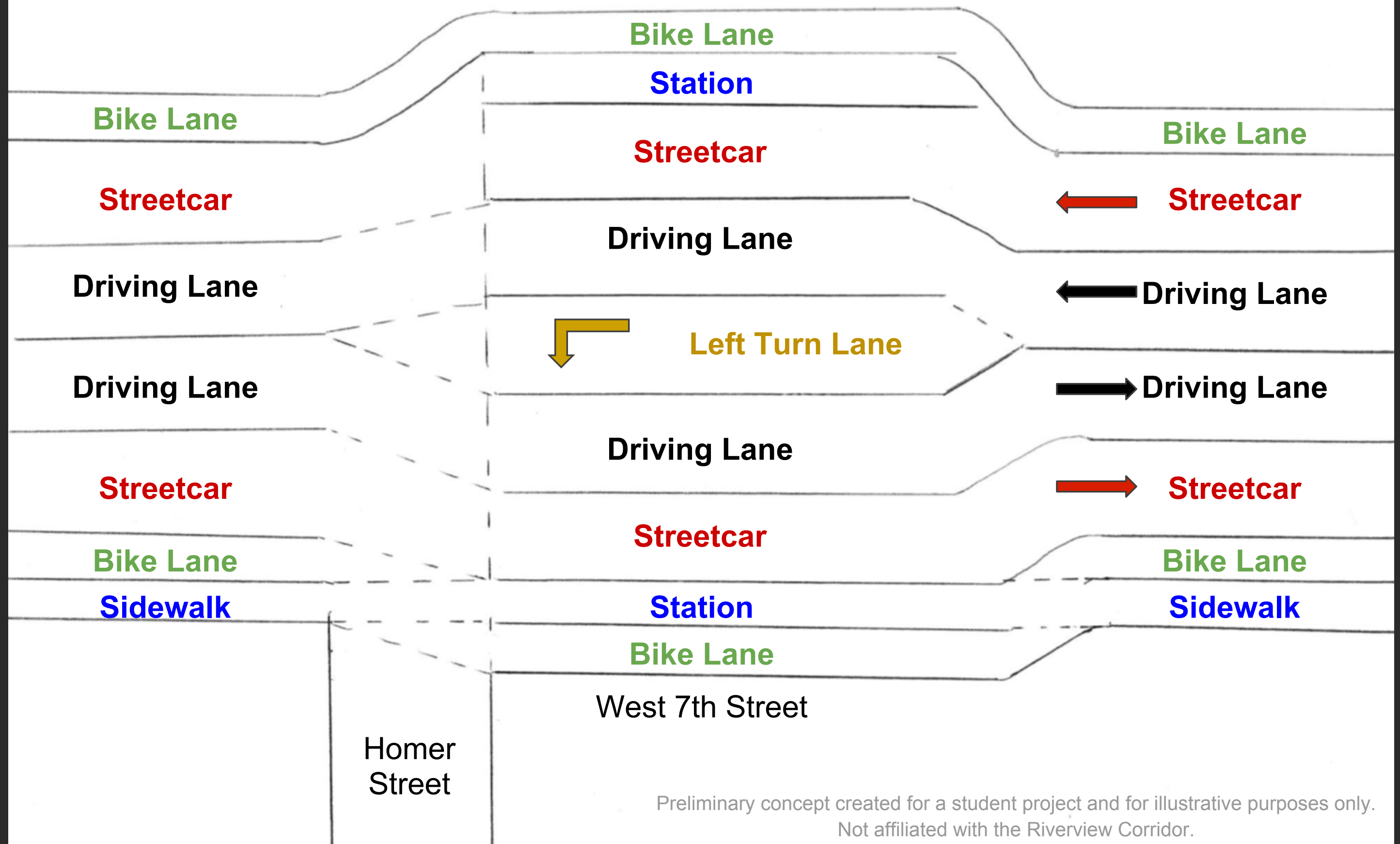


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W 7th SW of Homer Station



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RIVERVIEW CORRIDOR DISTRICT IDENTITY

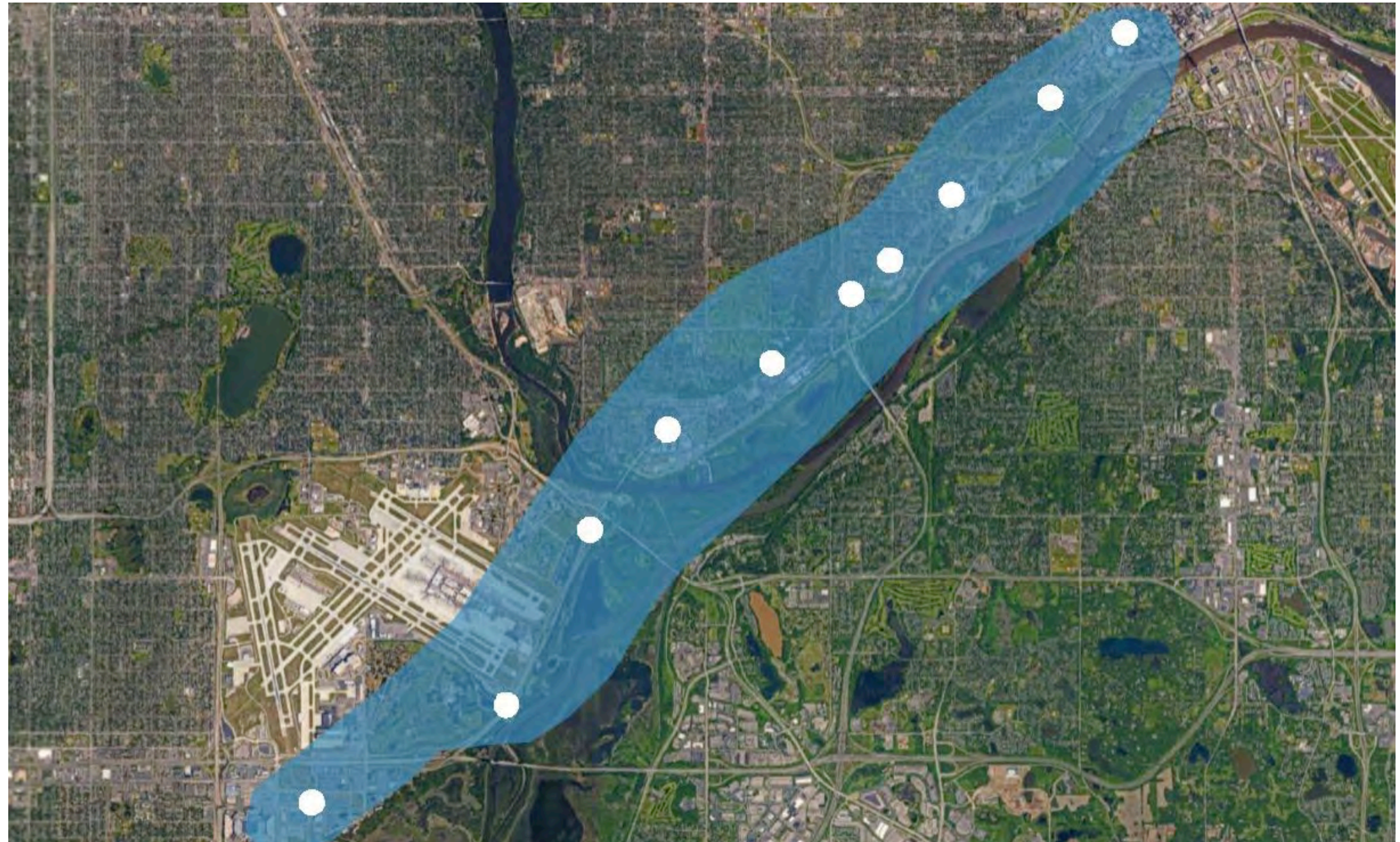
By Carmen Prantil



Project Statement

Street banners will hang on the street lamps lining West Seventh along the Riverview Corridor. They will reflect the culture and identity of the surrounding area, created by stakeholders such as local artists, business owners, and community members. Additionally, to unify the entire Riverview Corridor, the banners will feature a logo that will become identifiable for people traveling on the proposed streetcar route.

Riverview Corridor Sites



 Riverview Corridor

 Site

Site 1

Downtown St. Paul

20%	Greenspace	(6)
9%	Residential	(3)
70%	Commercial	(19)
1%	Industrial	(0)



- Proposed Streetcar Route
- Greenspace
- Residential Zone
- Commercial Zone
- Industrial Zone
- Historical Site

Site 2

West 7th Business Association

15%	Greenspace	(0)
70%	Residential	(31)
15%	Commercial	(17)



- Proposed Streetcar Route
- Greenspace
- Residential Zone
- Commercial Zone
- Industrial Zone
- Historical Site

Site 3

Coolridge Factory

15%	Greenspace	(0)
50%	Residential	(35)
10%	Commercial	(35)
25%	Industrial	(15)



- Proposed Streetcar Route
- Greenspace
- Residential Zone
- Commercial Zone
- Industrial Zone
- Historical Site

Site 4

Neighborhood

15%	Greenspace	(3)
70%	Residential	(26)
9%	Commercial	(4)
6%	Industrial	(3)



- Proposed Streetcar Route
- Greenspace
- Residential Zone
- Commercial Zone
- Industrial Zone
- Historical Site

Site 5

West 7th -- Mixed

10%	Greenspace	(4)
50%	Residential	(18)
15%	Commercial	(5)
25%	Industrial	(9)

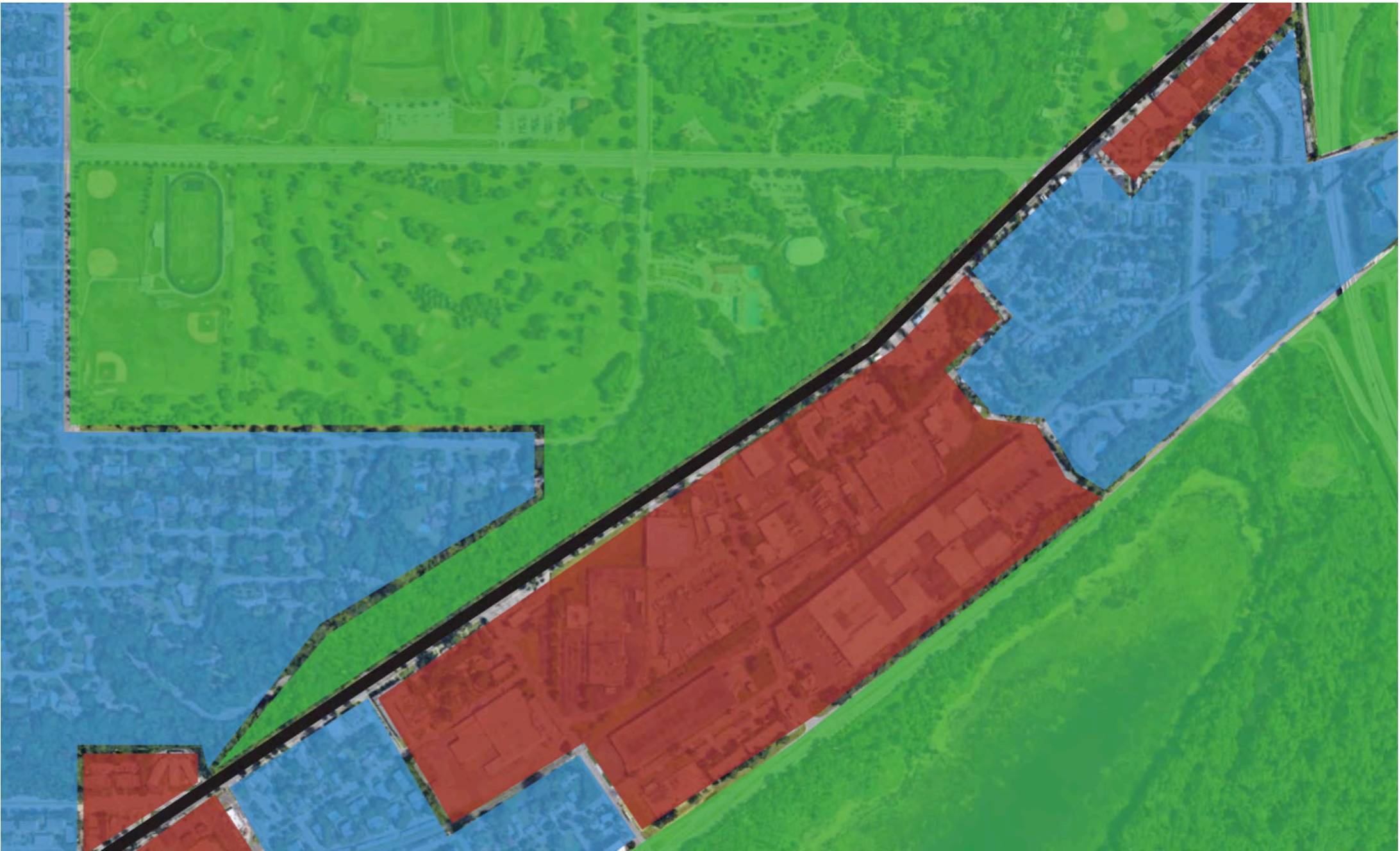


- Proposed Streetcar Route
- Greenspace
- Residential Zone
- Commercial Zone
- Industrial Zone
- Historical Site

Site 6

Highland Business
Association / Golf
Course

45%	Greenspace	(14)
25%	Residential	(7)
30%	Commercial	(9)



- Proposed Streetcar Route
- Greenspace
- Residential Zone
- Commercial Zone
- Industrial Zone
- Historical Site

Site 7

Sibley Manor / Sibley Plaza

5%	Greenspace	(0)
55%	Residential	(10)
40%	Commercial	(8)





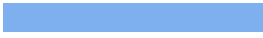



- Proposed Streetcar Route
- Greenspace
- Residential Zone
- Commercial Zone
- Industrial Zone
- Historical Site

Site 8

Fort Snelling

30%	Greenspace	(4)
25%	Commercial	(3)
45%	Historical	(5)



-  Proposed Streetcar Route
-  Greenspace
-  Residential Zone
-  Commercial Zone
-  Industrial Zone
-  Historical Site

Site 9

MSP Airport

50% Commercial (6)
50% Historical (6)



- Proposed Streetcar Route
- Greenspace
- Residential Zone
- Commercial Zone
- Industrial Zone
- Historical Site

Site 10

Mall of America

25%	Greenspace	(3)
55%	Commercial	(6)
20%	Historical	(3)



- Proposed Streetcar Route
- Greenspace
- Residential Zone
- Commercial Zone
- Industrial Zone
- Historical Site

Greenspace	(34)
Residential	(130)
Commercial	(112)
Industrial	(27)
Historical	(14)

Logo



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Street Banner: Historical

- Friends of Fort Snelling
- Native Art / Artifact Curation
- Contest



John Casper

Mark Herman

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Street Banner: Greenspace

- State Park or County Park Boards
- School District Art Program
- Contest



Mary Lingen

Michael Birawer

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Street Banner: Industrial

- Workers
- School District Art Program
- Contest



Mike Anderson

Kid At Art Organization

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Street Banner: Residential

- Neighborhood Associations
- Artist Loft Residents
- Contest



Amy Zellmer

Brendon Farley

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Street Banner: Commercial

- Business Associations
- Local Business Owners
- Contest



West 7th Business Association

Michael Birawer



7th Street Project: Economy

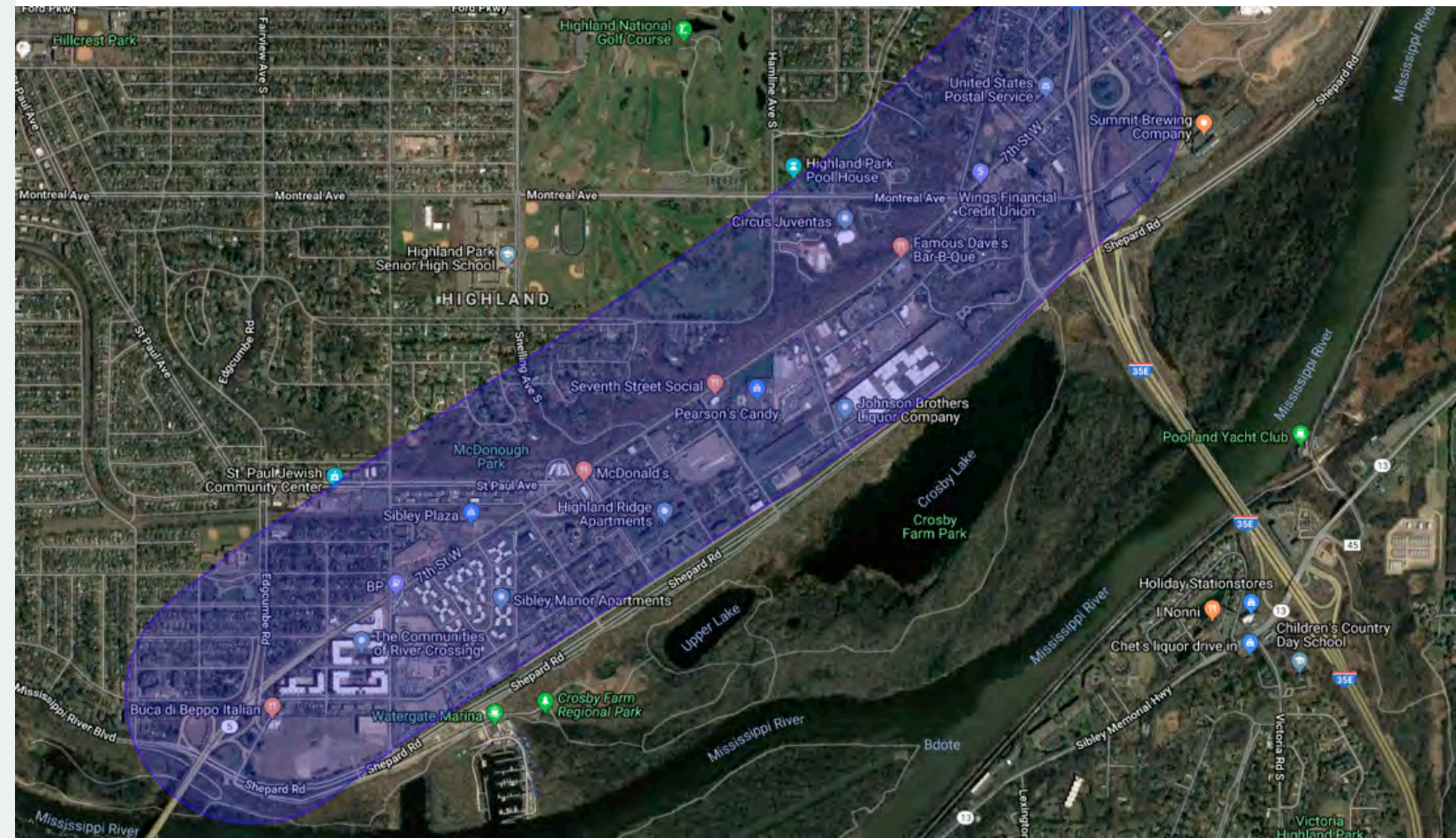
DES 3331

Bella Pugliese, Tyler Fricke and Greta Friedrichs

Context Map:



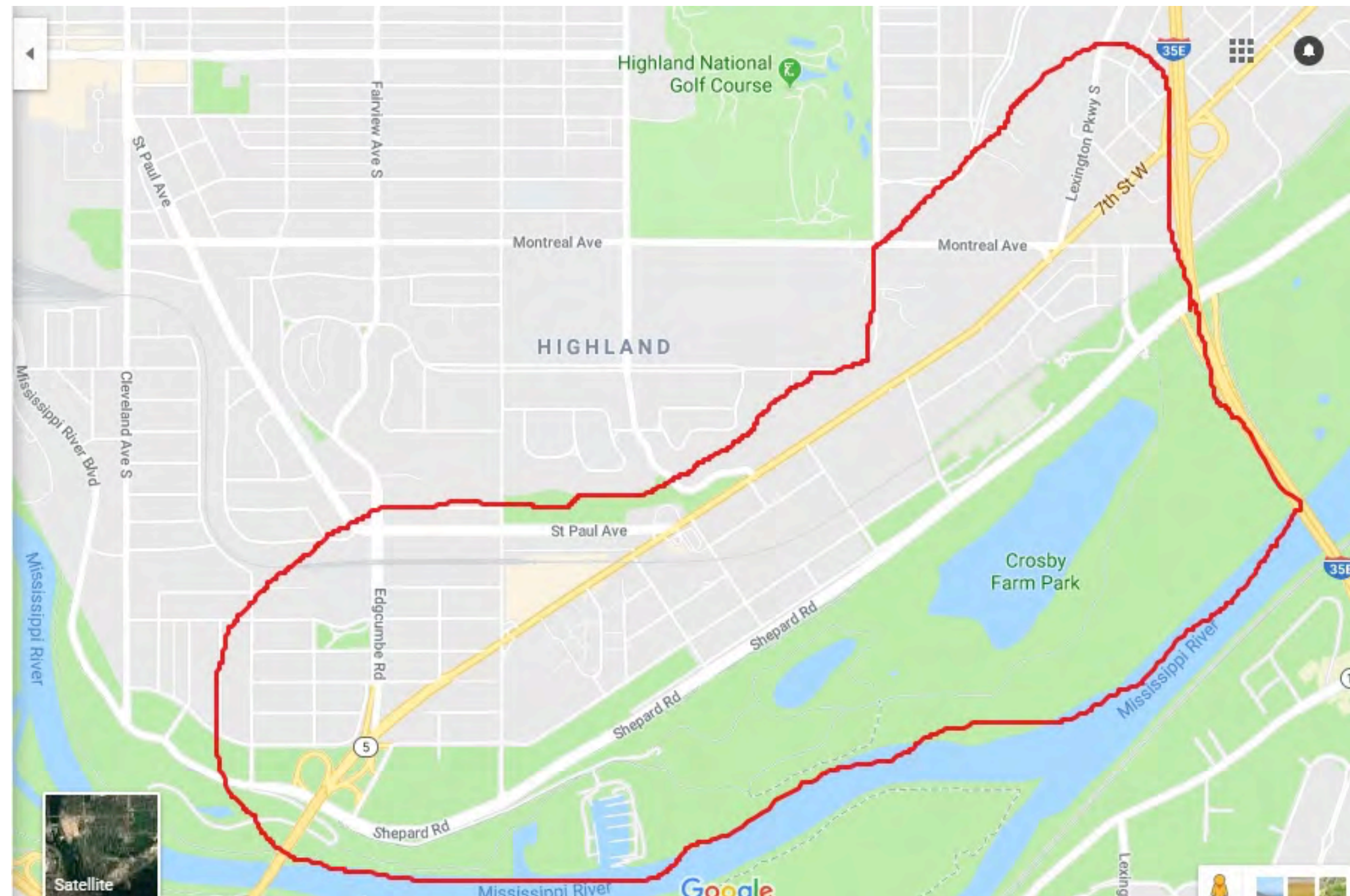
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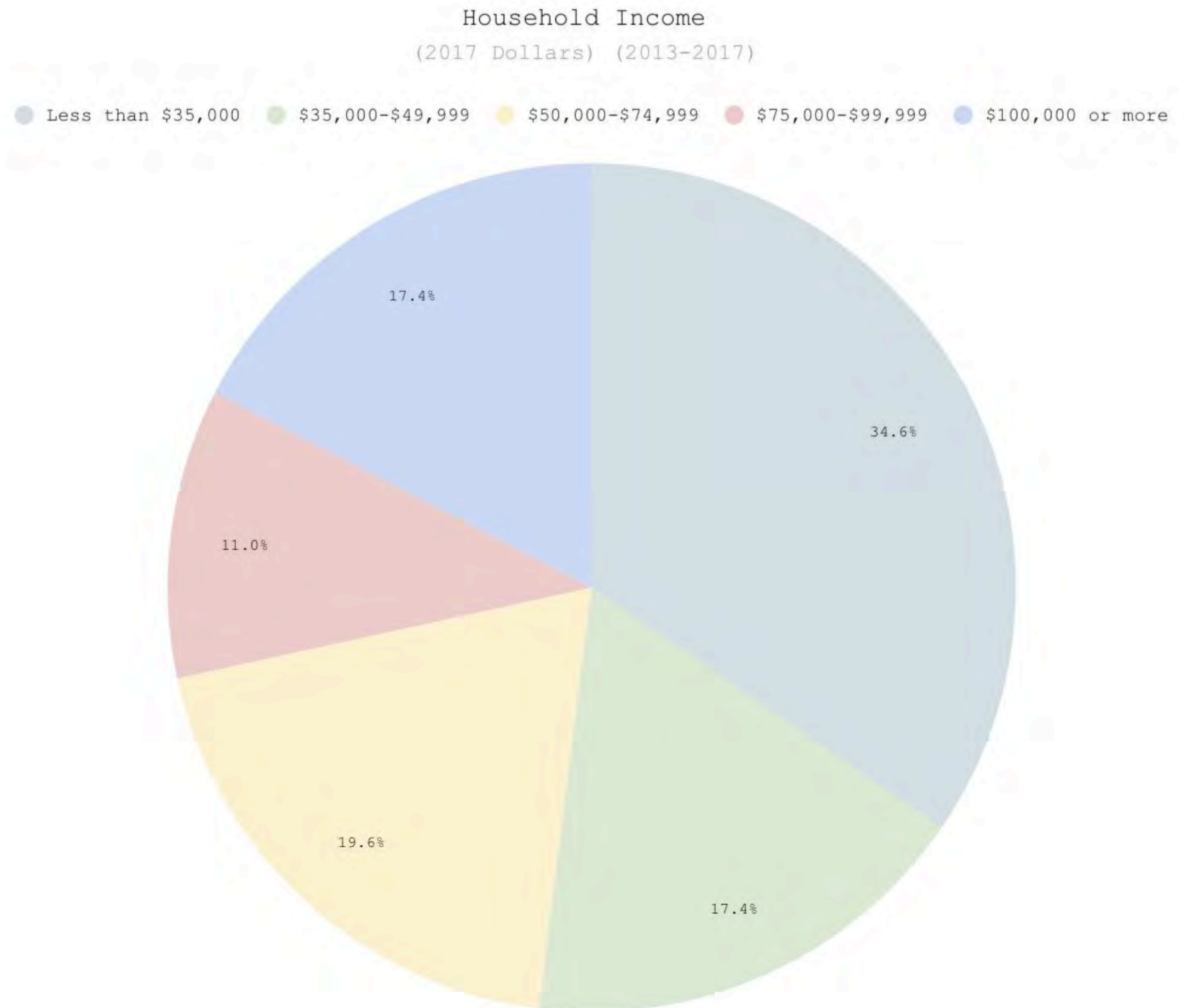


Reading: *The Neighborhood, The District, and The Corridor* by Andres Duany and Elizabeth Plater-Zyberg

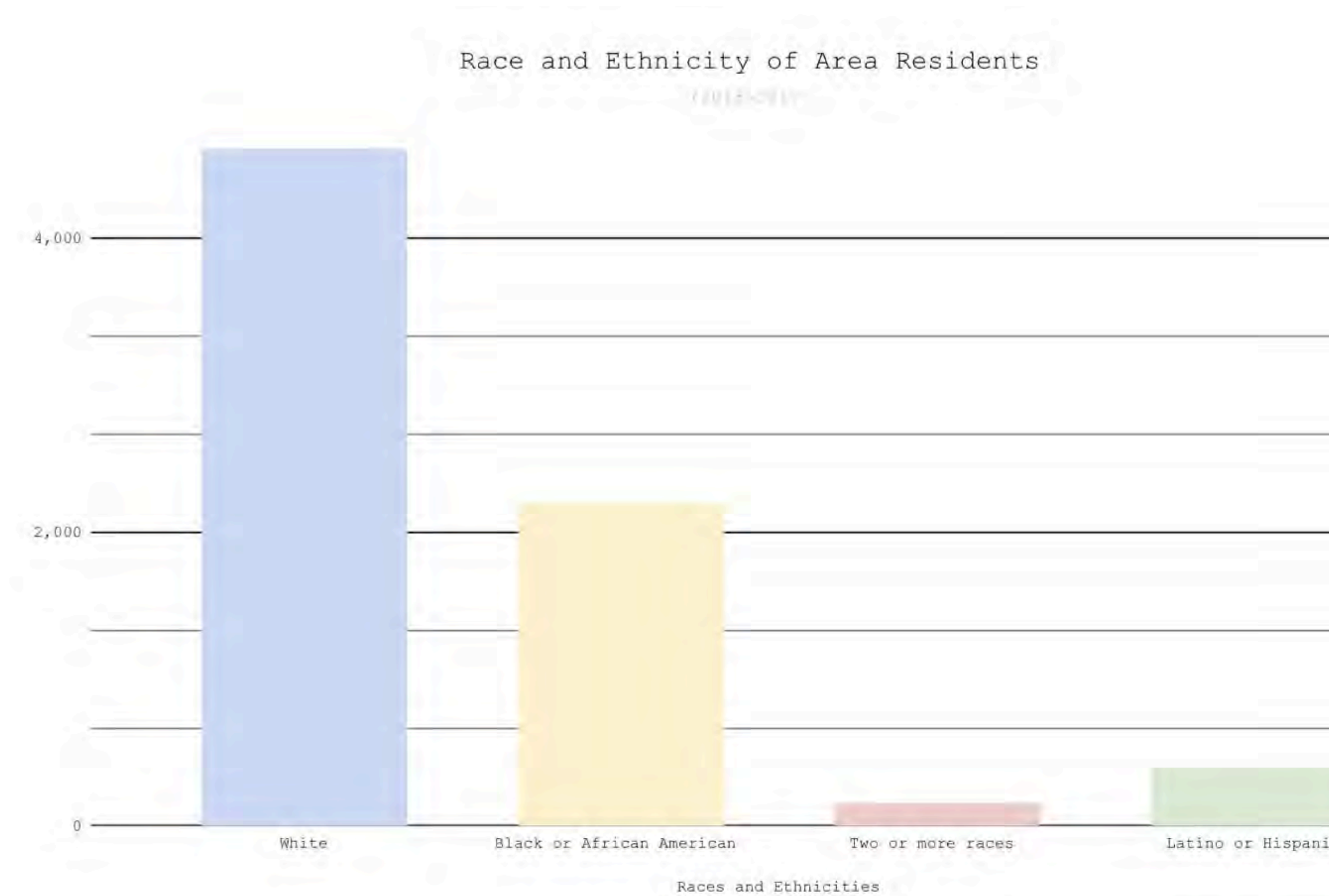
- The Boundaries:
Geographical & Economic
- The Economic Center
- Civic Facilities & Amenities
- The Corridor &
Economically Beneficial
Transit



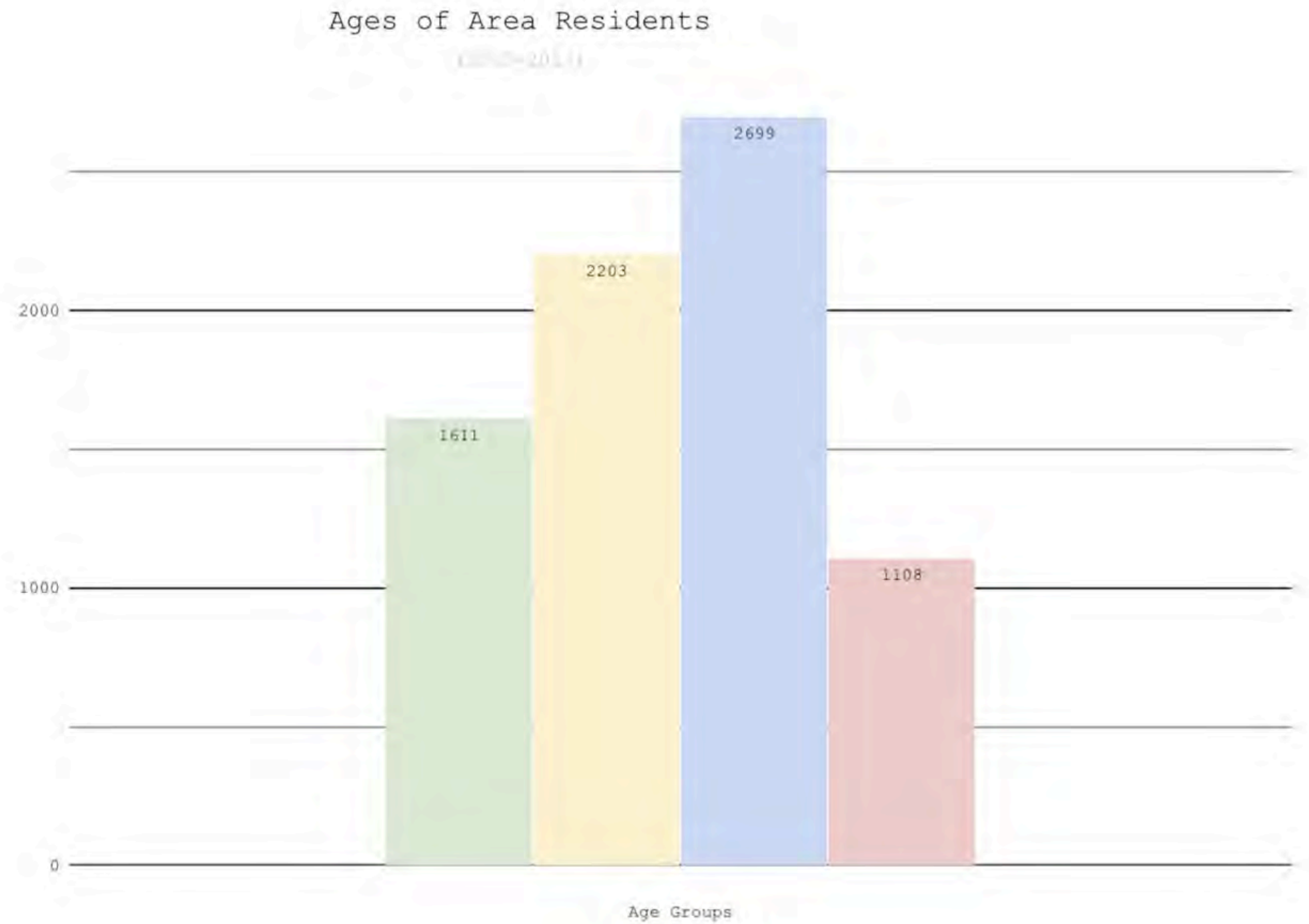
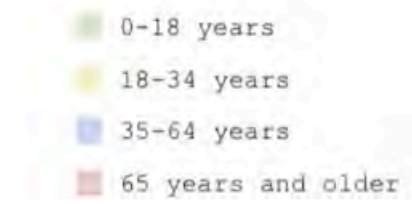
Graphics



Graphics



Graphics



3 Layers Representing Economy



- **1: Physical Layer**
 - Location of Businesses and Residential Areas
 - Employers by type:
 - Commercial Service/Retail, Industrial, Gov./Education
 - Residential Housing Type
 - Product/Service price
- **2. Socio/ Demographic Patterns**
 - Economic Demographics
 - Employment Rate
 - Poverty levels
- **3. Transportation**
 - 50% of residents own a car
 - Types of transportation available

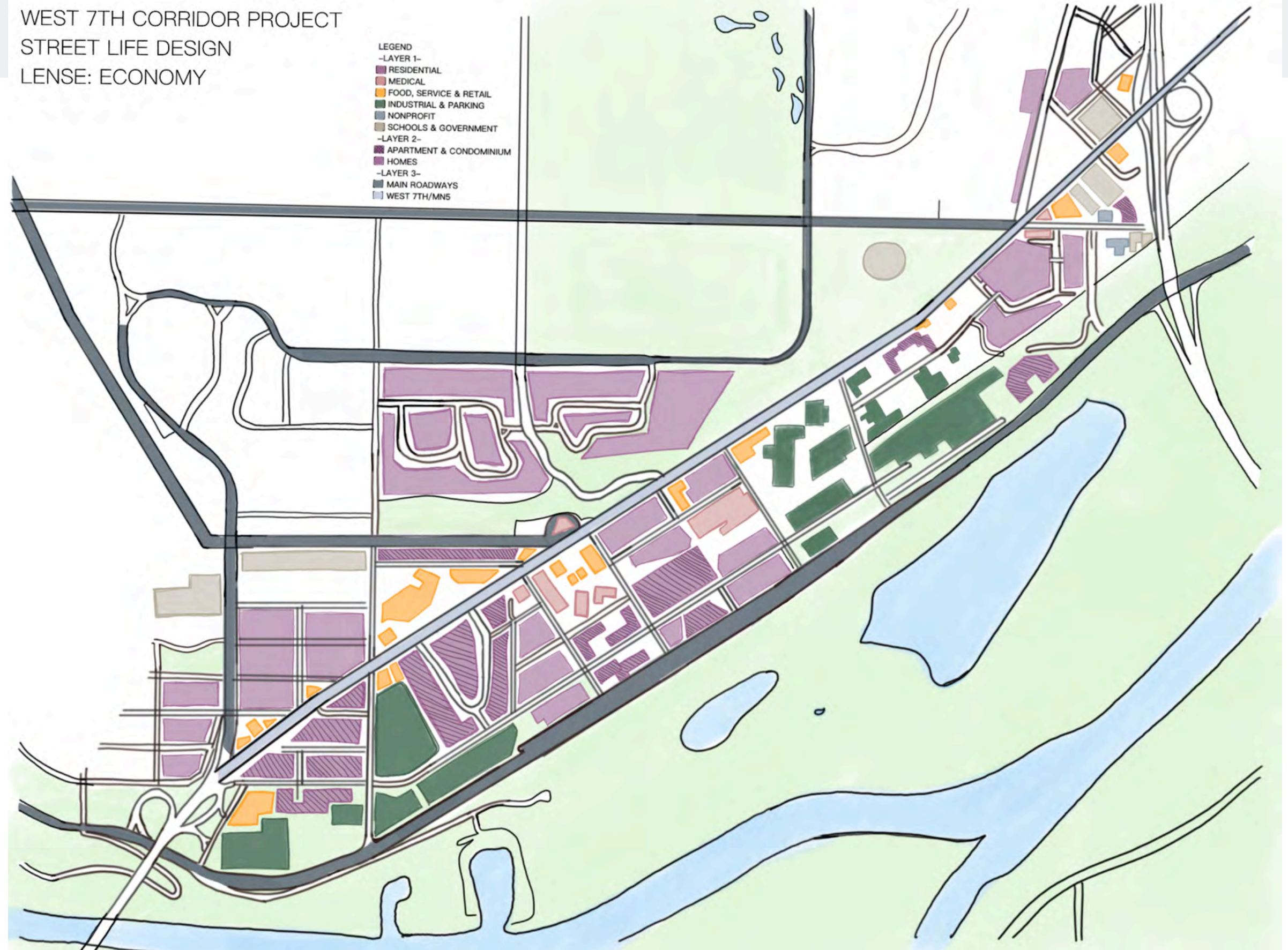
Cost of Living: Ramsey County

Hourly Wages	1 Adult	1 Adult 1 Child	1 Adult 2 Children	1 Adult 3 Children	2 Adults (1 Working)	2 Adults (1 Working) 1 Child
Living Wage	\$12.37	\$26.45	\$31.18	\$39.57	\$19.81	\$24.24
Poverty Wage	\$5.84	\$7.91	\$9.99	\$12.07	\$7.91	\$9.99
Minimum Wage	\$9.65	\$9.65	\$9.65	\$9.65	\$9.65	\$9.65

2 Adults (1 Working) 2 Children	2 Adults (1 Working) 3 Children	2 Adults (1 Working Part Time) 1 Child*	2 Adults	2 Adults 1 Child	2 Adults 2 Children	2 Adults 3 Children
\$26.90	\$30.89	\$28.08	\$9.90	\$14.41	\$16.97	\$20.20
\$12.07	\$14.14		\$3.96	\$5.00	\$6.03	\$7.07
\$9.65	\$9.65		\$9.65	\$9.65	\$9.65	\$9.65

Map

WEST 7TH CORRIDOR PROJECT STREET LIFE DESIGN LENSE: ECONOMY



Problem Statement



Looking at all of the data we collected regarding housing, businesses, demographics, and forms of transportation this specific area is relatively stable. However, it may be problematic in the future, due to the fact that the majority of employment is in the healthcare and social assistance industry. Resident areas are limited because almost all housing is currently occupied.

-Healthcare and Social Assistance: 17.2%

-Total Employed Residents: 76.8%

-Occupied Housing Units: 96%

-Owner Occupied: 939 / 25.3%

-Renter Occupied: 2,766 / 74.7%

-With Income Below Poverty: 14.2%

**** Data from 2015**

Sources:



https://www.mncompass.org/profiles/custom/custom-profile?report_id=5898ac38818edf360654f73143a60264

<http://livingwage.mit.edu/counties/27123>

Questions & Comments

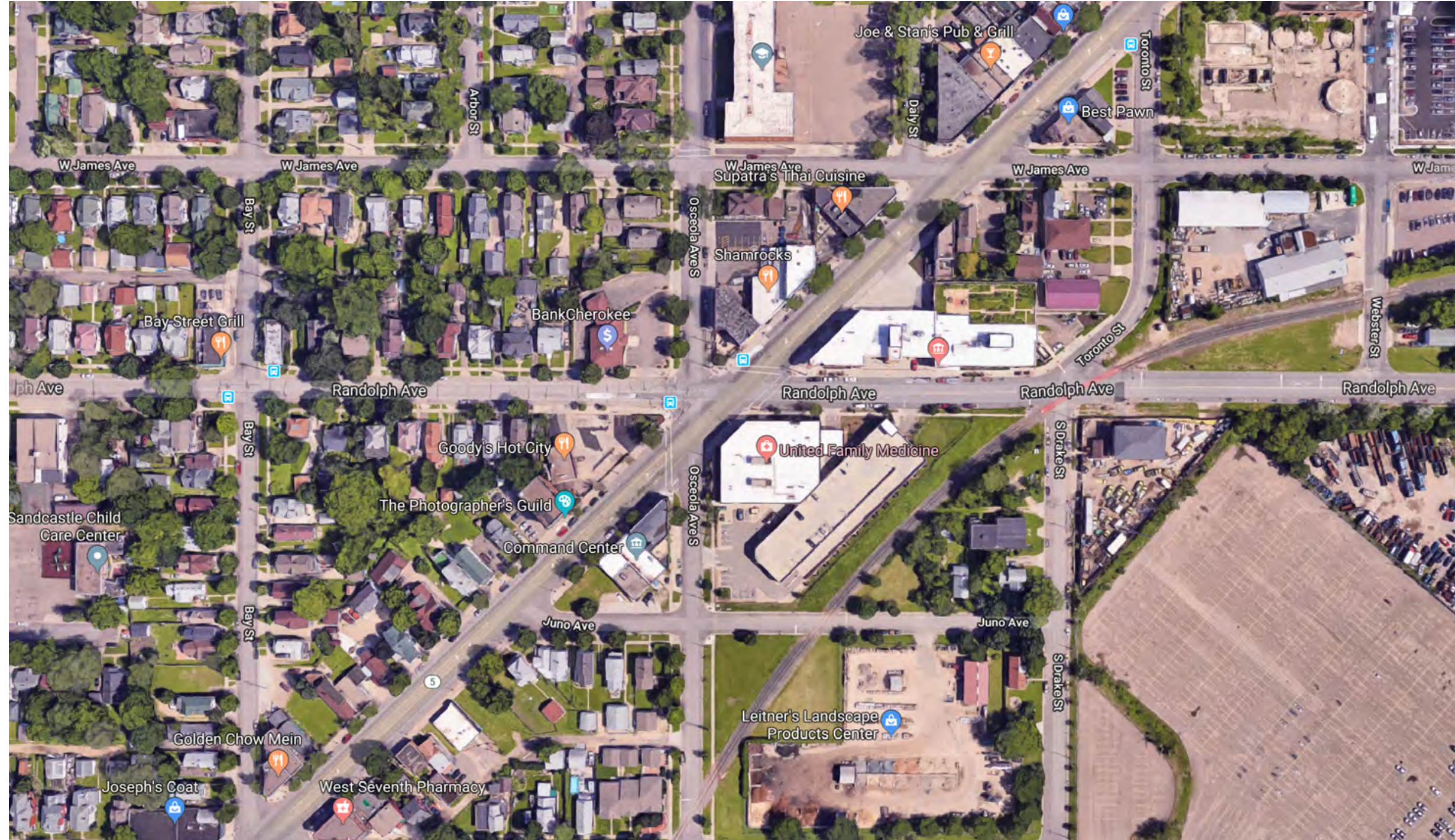
Project 4: Improving Pedestrian Safety in the Riverview Corridor



Chad Reed

4/30/2019

Problem Statement



West Seventh Avenue's unique orientation in relation to the surrounding streets makes it an efficient transit corridor, but also creates intersections that can be dangerous, confusing, and generally hostile to pedestrians. This problem is particularly relevant as the Avenue prepares for a potential increase in ped traffic from the streetcar.

Community Feedback



Early in the semester, I attended a community meeting at the Palace Rec Center, hosted by the Fort Road Federation. The general idea of the meeting was to discuss community members' ideas for what would improve the corridor. Pedestrian safety was definitely a recurring theme at the meeting. While there are certainly worse intersections in Saint Paul, there is some data to evidence the community's complaints.

Specific Issues: Confusion



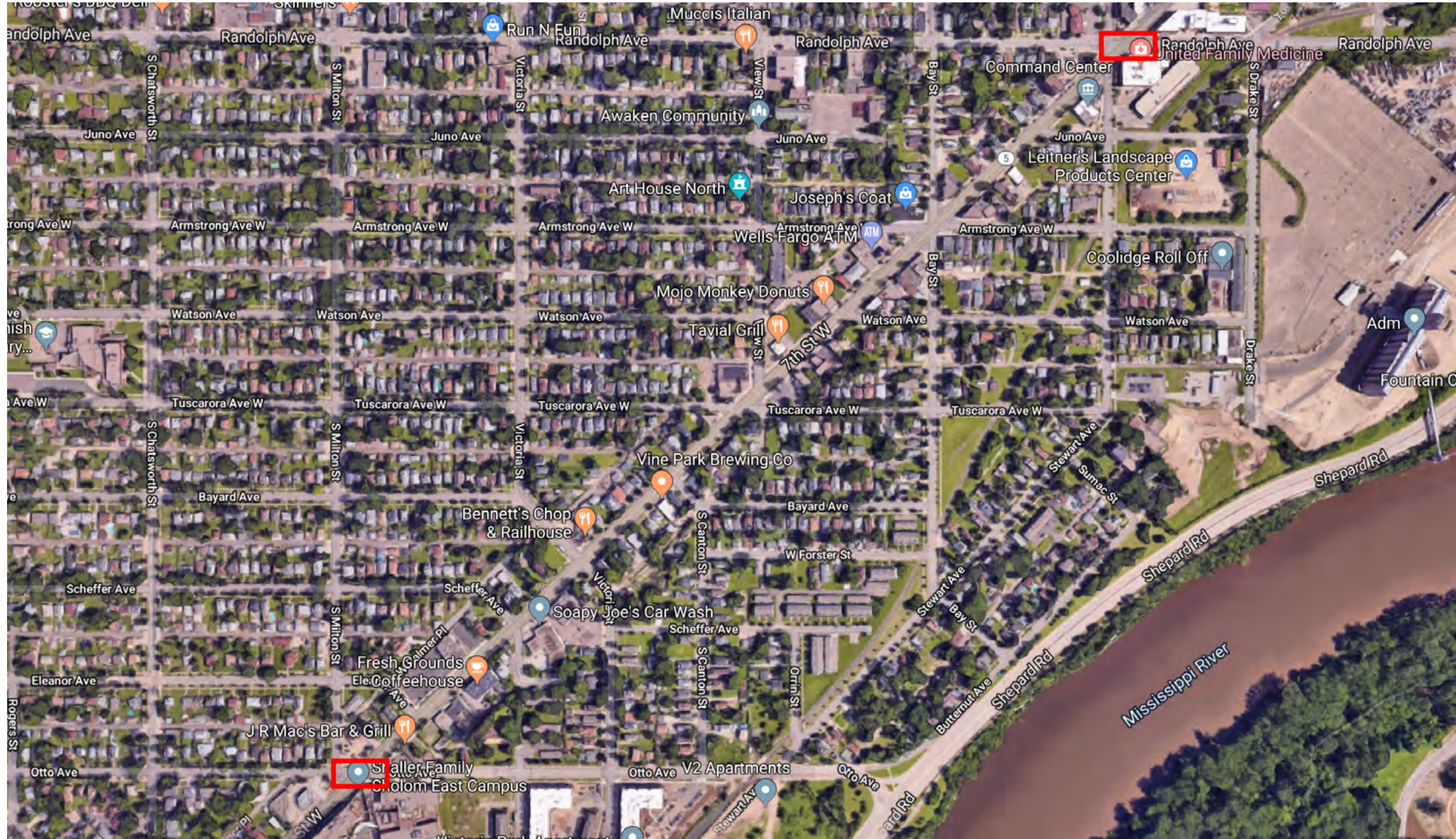
Three-way intersections are confusing for pedestrians and drivers alike. Where do cars stop at the intersection (Osceola has nothing painted onto the asphalt to indicate an intersection)? Can pedestrians really not cross Osceola? Turning between Randolph and Osceola?

Specific Issues: Crosswalk Length/Inefficiency



Pedestrian travel efficiency is not a particularly visible issue, but one that should be considered nonetheless (especially given the innumerable measures taken to streamline the travel efficiency of cars). More direct crosswalk routing means less time in the street, less jaywalking, and a generally more pleasant pedestrian experience.

Specific Issues: Vehicle Speeds



West 7th has three different speed limits between MN-5 and downtown. Design speeds are frequently far from posted speed limits. South of the Randolph/Osceola intersection is a .9 mile-long stretch of road without a single stop sign or traffic light. The wide right-of-way also contributes to this issue.

Specific Issues: Crosswalk Visibility



FHWA research indicates that crosswalk visibility enhancements can reduce crashes by 23-48%. At Randolph/Osceola and Saint Clair intersections, crosswalks are only denoted by two faded thin white lines. According to the FHWA, these enhancements can include “improved lighting, advance or in-street warning signage, pavement markings, and geometric design

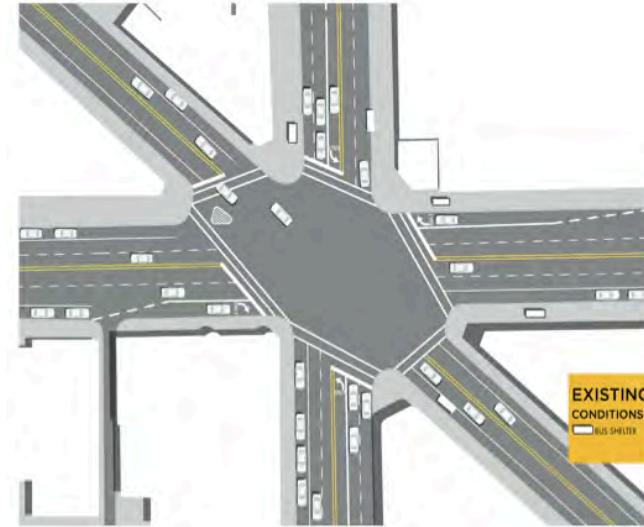
Specific Issues: Long Signal Phase Cycles/Short Signal



Because there are additional phases to be fit into the total cycle, each phases is typically shorter than it might be in a normal, two-road intersection. This is especially problematic because of the extended length of the crosswalks .

Precedents

Before



After



Enhancement 1: Sidewalk Extension, Crosswalk Addition,

This proposal graphic is taken from

Chicago's Pedestrian Plan. At the time of this proposal, this intersection was tied for 9th most dangerous in the city.



Enhancement 2: Barnes Dance

The "Barnes Dance" or "pedestrian scramble" adds a pedestrian-only phase to the intersection. The artfully-designed red crosswalks in this photo are a nice touch too.

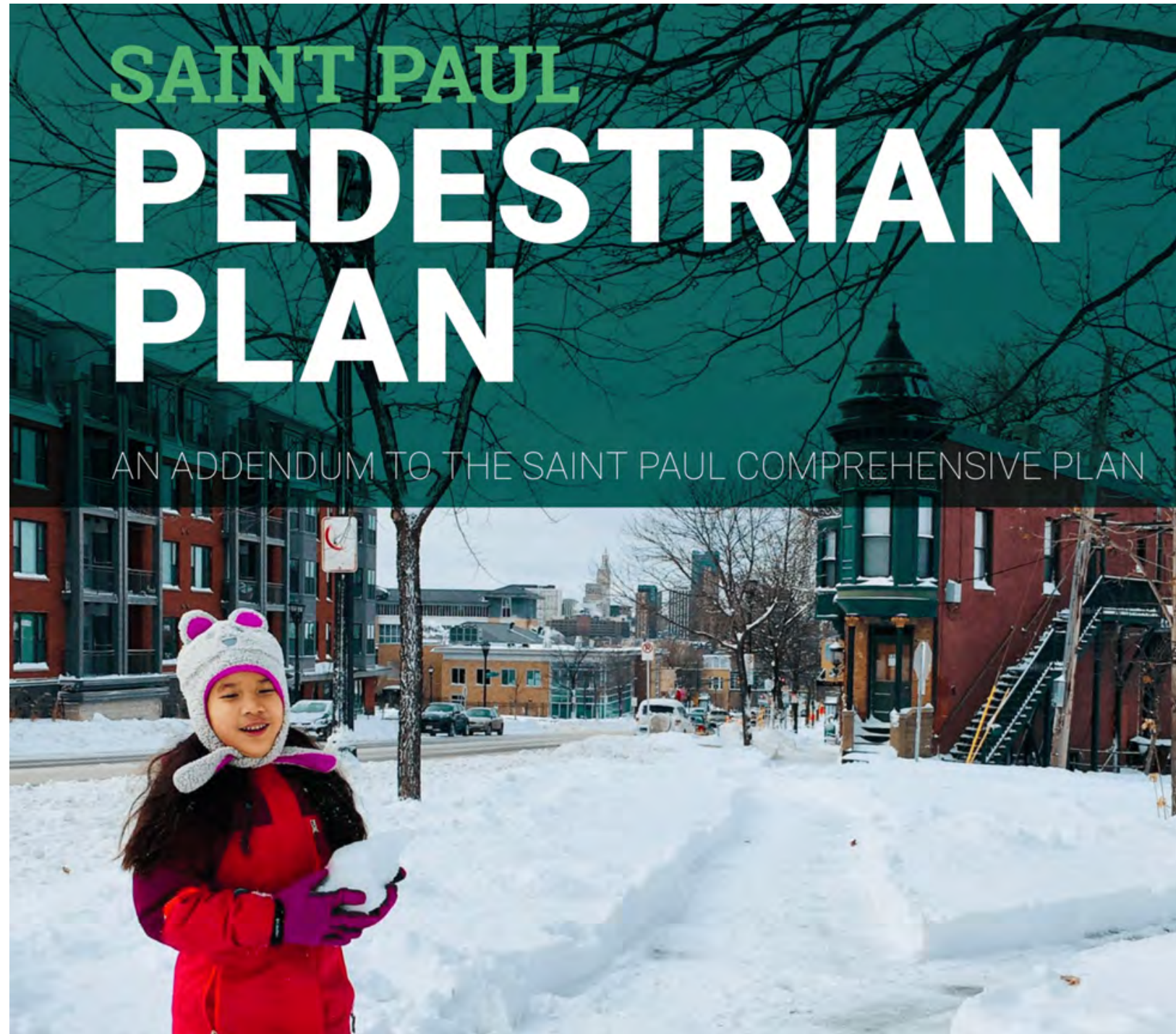
Photo credit: <https://www.treehugger.com/cars/diagonal-crosswalks-in-la-to-make-city-more-pedestrian-friendly.html>



Enhancement 3: Pull Crossings Away From Intersection

This intersection in Beverly Hills is horrible, but the pedestrian infrastructure presents an interesting concept. This idea would be even better with the addition of pedestrian islands, which the location of the crosswalks facilitates.

Interview



Fay Simer is the Pedestrian Coordinator for the Saint Paul Public Works Department. She has worked as the Principal Transportation Planner MnDOT, as well as for the city of Minneapolis. She has been a major part of the city's first ever pedestrian plan.

- My discussion with Faye was enlightening. The main thing that Faye impressed upon me was that signal timing is really complicated. That said, the intersections of West 7th are probably far enough apart that the network isn't *too* sensitive to adjustment. However, adding phases to an already-long cycle doesn't seem like a great idea either.

- Faye and I also discussed the inherent difficulty of installing permanent streetscape enhancements in Minnesota. Because of the snow/plowing, anything in/on the street must be extremely durable. This is why the enhancements the city has made to the corridor in the past have been temporary: Permanence is cost-prohibitive.

The Ideal Solution: Objectives

1. **Simple:** Intersections should be logical and easy-to-understand for drivers and peds alike, with ample, high quality provisions for wayfinding.
2. **Efficient:** Pedestrian crossings/routes should be direct.
3. **Calm:** The design of the street should naturally slow drivers down as they approach crosswalks or intersections
4. **Comfortable:** Crossing the street should feel safe, and shouldn't require one to run.

Final solution will undoubtedly be a combination of precedents.

Prototype Plan

Current Condition



Prototype Plan/Proposed Condition



For my prototype plan, I diagrammed a proposal that would address the aforementioned issues at the six-way intersection of Randolph, Osceola, and West Seventh. The most significant change is the reclamation of Osceola (and consequent elimination of through access) between James and Juno Avenues. In this prototype, Osceola would become a two-block linear park, bifurcated by the West Seventh/Randolph intersection. Other enhancements include the use of bump-out style streetcar stops that shorten crosswalk distances, addition of a direct crosswalk to United Family Medicine, increased crosswalk visibility and wayfinding for the linear park.

Reclaimed Blocks



There are two ways to frame a design move like this: One is as the elimination of vehicular through-access. The second is as reclamation of public space. This map identifies the parts of Osceola that would be reclaimed. The majority of the properties with frontage on these sections of Osceola are parking lots that have entrances on other streets.

Major Takeaways



My initial focus was strictly on pedestrian utility. Late in the semester, however, I started thinking about placemaking, and the potential of this intersection to be a much more vibrant place than it currently is. Coincidentally, adding public space to the streetscape is a way to simultaneously fix the intersection's pedestrian safety issues and create a warmer, more habitable place. Going forward, I think it would be interesting to iterate more on what exactly Osceola could be. A park is one option, but there are undoubtedly many more.